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Portuguese Tourbillon Mystère Rétrograde. Ref. 5044:

The mysterious-looking tourbillon (French for 'whirlwind') has always been the epitome of perfect watchmaking.

Revolving around its own axis once a minute, the mechanism in the Portuguese Tourbillon Mystère Rétrograde appears to hang suspended in mid-air. The main reason for the existence of the complication most revered by watch connoisseurs was the influence of gravity. Invented in 1795 to offset the disruptive effects of its pull on the balance wheel and thus the watch's accuracy, the tourbillon is a technical tour de force of unmatched complexity. A limited edition now makes it possible for devotees of watchmaking at its most sublime to share this fascinating icon of astonishingly delicate craftsmanship in the form of a genuine Portuguese.



F. A. Jones.

The history of IWC began in 1868

when Florentine Ariosto Jones, an American watchmaker and entrepreneur from Boston, founded the International Watch Company in north-eastern Switzerland. Since then, the firm's engineers have developed countless watches, such as the Grande Complication, the Ingenieur line, the Portuguese models, the Pilot's Watch family, and the Da Vinci and Aquatimer series. 'Probus Scafusia' (good solid craftsmanship from Schaffhausen) is a reassuringly clear expres-

sion of IWC's philosophy. And for over 140 years, the many technical achievements and innovations originating from Schaffhausen have set standards for the world of watchmaking.

The Portuguese Tourbillon Mystère Rétrograde

eliminates even minuscule inaccuracies caused by the rotating of the balance. The retrograde date display jumps backwards from the 31st of one month to the 1st of the next, and in shorter months can be moved forward by the owner using the rapid-advance function. The Pellaton automatic winding guarantees a full seven days' future running as shown on the power reserve display. And watch fans from all over the world can spend as much time enthusing about the technical virtues and intricacies of the watch as it will run when fully wound. And the number one subject on their lips will probably be the tourbillon. But how do the philosophers put it? "Life is short, the art of watchmaking eternal." And this year, too, we have a new complication to add.

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CHANEL

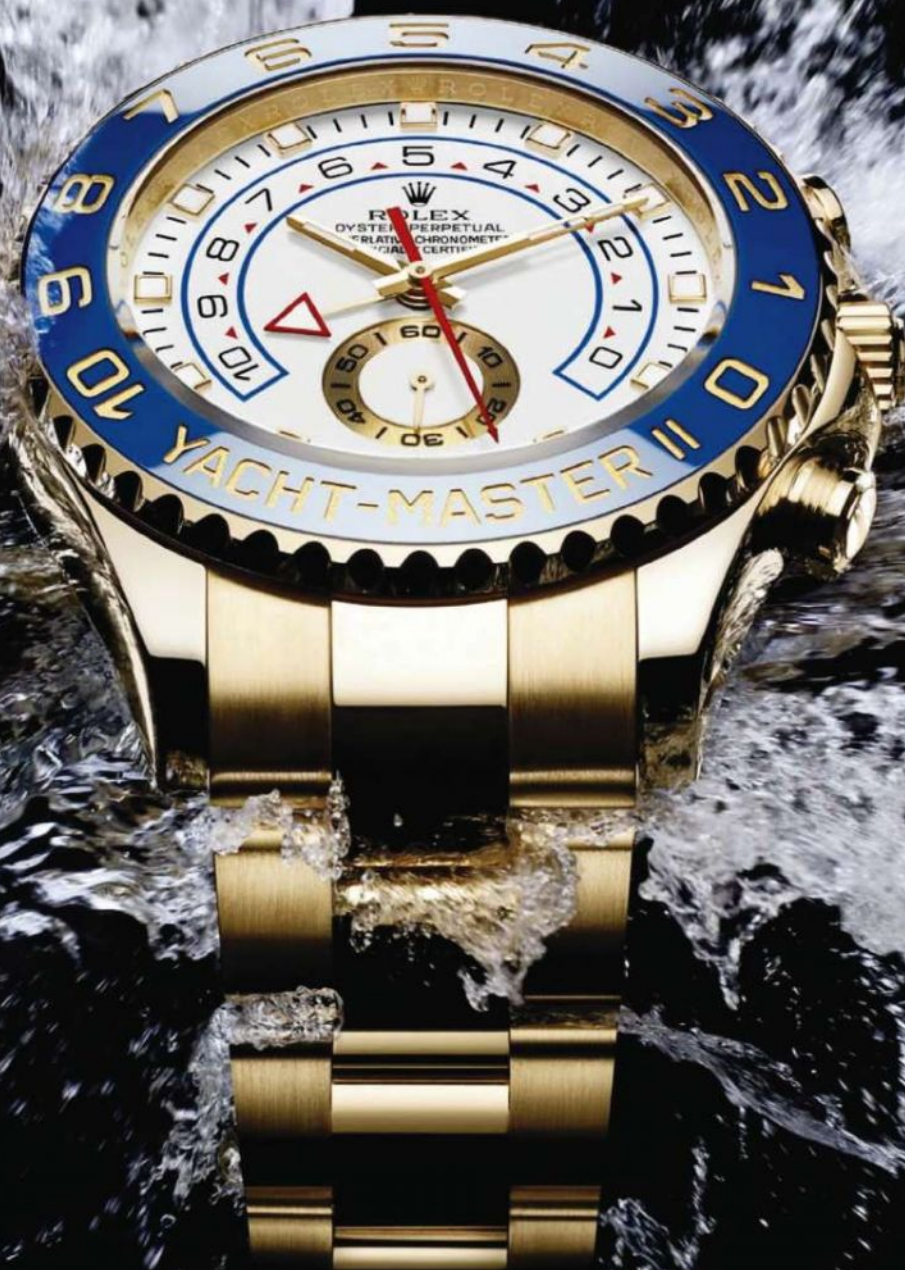
Watch in black high-tech ceramic and 18K white gold, limited to 10 pieces. CHANEL RMT-10 calibre with manual winding exclusively designed for CHANEL by Renaud et Papi Manufacture (APRP SA). High-tech ceramic mainplate. Retrograde minute hand. Tourbillon. 10-day power reserve. Retractable crown.



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BEST WATCH DESIGNS

Frédérique Constant Runabout Automatic
Chronograph in rose gold.
Read more about it on page 40.



NEWS

- from 20 Omega, Breitling, Bell & Ross, Frédérique Constant, Concord, Vacheron Constantin, Archimede, Eberhard & Co, Nomos, MeisterSinger, MB&F, Hamilton, Bvlgari, Pierre de Roche, Linde Werdelin, Alpina, Rado, Christiaan van der Klaauw, Smart phones, The newest calibres, Raymond Weil, Boss, Hermès, Oris, Fortis, Breitling, TAG Heuer, Ebel, Greubel Forsey, Ralph Lauren.
- 58 TAG Heuer's 150th anniversary
- 78 Chopard joins forces with Alfa Romeo



INTERVIEWS

- 36 Luc Perramond – CEO of La Montre Hermès
- 84 Arnd Einhorn – A. Lange & Söhne



TECHNOLOGY

- 74 From rough gold nugget to beautiful case



REPORT

- 40 The short, rich history of Frédérique Constant
- 48 Glashüttte Original respects its traditions
- 60 Graham London – The synergy between watches and Formula 1
- 90 Design Special – Watch design looking for everlasting fame



WATCH UNIVERSE

- 63 Bremont takes the USA by storm
- 64 Speed record- holder's watch sold well at auction
- 65 Frédérique Constant in Peking
- 66 Hublot and Usain Bolt
- 68 Chopard and the PuristS' Purity Award
- 70 Bulova opens in the UK - and the Accutron is back
- 82 Patek Philippe's largest UK in-store sales unit

The Ralph Lauren Slim Classique Watch

THE BEAUTIFUL DESIGN ON THE DIAL AND BEZEL OF THE RALPH LAUREN SLIM CLASSIQUE TIMEPIECE IS CREATED FROM TRADITIONAL GUILLOCHÉ, AN OLD WORLD ENGRAVING TECHNIQUE OF REMARKABLE INTRICACY. THE EXQUISITE BEAUTY OF THIS INTRICATE PATTERN IS ECHOED IN THE WATCH'S ULTRATHIN PLATINUM CASE, BLUED-STEEL HANDS AND BLACK-COLORED DIAMOND AT THE CROWN. THE SWISS MADE MANUAL WINDING MANUFACTURE MOVEMENT REPRESENTS EXCELLENCE IN THE WORLD OF FINE WATCHMAKING.



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DIGITAL ADVANTAGE

We have been publishing this magazine, in various formats, for over 10 years now. All in all we have written, designed and printed some 5,000 pages of watch information. We have been told by our readers that they appreciate our efforts and that many copies of this magazine are saved carefully, eventually forming a true reference work.

Over this 10-year period the media world has changed dramatically. This change has often been referred to as the digital revolution, but this is a misleading term because it focuses on the technology. It is first and foremost a communication revolution, whereby information gets to the consumer much more quickly and in different formats. We don't just have print media, radio and television but also internet, e-mail, text messaging, Twitter and a range of further options.

At 00/24 WatchWorld we were quick to jump on the digital bandwagon with an informative website and a highly valued digital newsletter. However, this time we are taking a giant step, with the introduction of our digital watch platform. The link www.0024watchworld.co.uk will take you to this international and therefore English-language platform that brings you news, shows you videos, features blogs by our top editors (who can also be followed on Twitter) and much more. We have now completed our first applications for the iPad – and 00/24 WatchWorld will shortly be within the reach of the entire world via this medium as well.

The latter is perhaps the biggest revolution of the new technological era: it provides communication that is literally boundless. Until now, a watch aficionado in Australia who wants to read 00/24 WatchWorld has been dependent on traditional mail delivery, which takes time and money. Via our digital platform he is now able to access our articles as quickly as our English and European friends. What we, as editors, appreciate greatly is the fact that collaboration between us has been intensified considerably because of the new communication channels. In simple terms: we are all responsible for our own magazines, but our digital platform is a joint effort.

In this magazine you will find more information about the expansion of our services through digital media. Here you can also read how to register for our free newsletter.

KAREL HUBERT INTERNATIONAL EDITOR-IN-CHIEF

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RARITY. | The Grand Tourbillon Heures Mystérieuses is the most exclusive masterpiece in the Montblanc Collection Villeret 1858, a work of art that combines the remarkable miniature Tourbillon mechanism with the invisible workings of the mysterious hours.

Crafting a timepiece of this rarity consistent with the principles of authentic Swiss Haute Horlogerie requires skills that only few master watchmakers still possess – some of them working in the Montblanc atelier in Villeret. The Grand Tourbillon Heures Mystérieuses in white gold is limited to eight pieces, which gives each owner the certainty of possessing an individual work of art that is destined to remain rare forever.

Montblanc manufacture calibre MB $\mathcal{M}$ 65.60. One-minute Tourbillon with 95 components. Chamfered and hand-polished double infinity carbon steel Tourbillon bridge. Large screw balance with Philips terminal curve, high moment of inertia of 59 mgcm², pulse of 18,000 bph. Mysterious hour indication with hour and minute hands etched on revolving crystal discs. 47 mm white gold case. German silverplates and bridges, chamfered, decorated and finished by hand. Crafted in the Montblanc Manufacture de Haute Horlogerie in Villeret, Switzerland. MONTBLANC. A STORY TO TELL.



**MONT
BLANC** 

Where are the women in the watch world? THE SAPPHIRE CEILING

The glass ceiling is an apt expression: this term was first coined in 1979 by two female employees of American group Hewlett-Packard to indicate that there was an invisible barrier that stopped women in business from being promoted. The term was broadly adopted in subsequent years and was used in a more general sense to indicate that minorities were unable to reach the top because of invisible obstacles put in their way.

All kinds of scientists subsequently referred to the glass ceiling as nonsense, but no one has ever come up with a crystal clear explanation as to why so few women manage to reach the very top of the corporate ladder. The generally accepted explanation is a combination of factors, whereby the problem of combining a top function and caring for a family is always prominently named.

Whatever the reasons may be, women still receive less pay than their male colleagues in comparable functions and are seriously underrepresented in the top of the business world, politics and the public sector. Whether the glass ceiling actually exists or is an excuse for women's lack of ambition (as some claim), it is a fact that we live in a somewhat unbalanced world if men are in charge so much more often than women.

The watch world is a male domain, perhaps even more so than other business sectors. Of course there are women in top functions, but they are a very small minority. When you look at an average



ARLETTE EMCH
SWATCH GROUP



CAROLINE GRUOSI-SCHUEFELE
CHOPARD



ALETTA STAS
FRÉDÉRIQUE CONSTANT



JASMINE AUDEMARS
AUDEMARS PIGUET

watch manufacturer you will see a management board consisting of men, a supervisory board consisting almost completely of men and virtually exclusively men in the main positions in the manufacture of complicated movements. In the lower technical functions you will find some women, as well as in more "feminine" functions in marketing, public relations and communications.

So is that a bad thing? Certainly it is not good if you have a world picture in which men and women may not be the same, but are certainly equal. You could say that in the watch industry male/female ratios strongly resemble other technically-oriented business sectors such as the automotive industry, but the automotive industry does not produce products aimed specifically at women; the watch industry does. It would therefore be a commercially smart move if a watch brand with a great many female customers would make extra efforts to introduce more women to the top.

Of course there are exceptions. Aletta Stas-Bax at

Frédérique Constant, Caroline Scheufele at Chopard, Arlette Emsch at the Swatch Group, Katherina Brechbühler at Glycine, Kim-Eva Wempe at Wempe and Jasmine Audemars at Audemars-Piguet have real influence. However, the fact that they are so well known says something about the rarity of their status.

In Swiss watchmaking courses, approximately 20% of the students are female. After completing their training most of these will end up in the assembly and repair departments of major producers. When Giselle Rufer started her own watch brand Delance in 1995 she was the first woman in history to establish herself as an independent watchmaker! Since the establishment of the Geneva Watchmakers' Guild in 1601 this had never happened before. In an interview with the New York Times in 2009 she said: "I wanted to produce watches made for women by women. Male designers mostly produce smaller versions of male watches, with the occasional diamond thrown in." Ms. Rufer completed a technical education and graduated from the Art

Academy. When she decided to start for herself after a career with Omega and the Swatch Group she was laughed at. She took a six-month entrepreneurial course and started visiting banks with an excellent business plan. "No one was prepared to lend me a penny. The bankers thought I was being ridiculous." So she cashed in her pension, borrowed money from friends and started anyway – with success.

The story of Giselle Rufer underlines that there is definitely a sapphire ceiling in the watch world. After all, if someone so driven and so well-qualified is unable to get a foot in the door, something is up. Unfortunately this kind of story proves that the watch world is the same kind of male-dominated domain as all the other industrial sectors. Women are excellent customers, but apparently that's where it usually stops.

It is all very well for a brand to be progressive by introducing a silicium balance spring but it would be nice if this progressiveness would also manifest itself in human terms.

Omega

UPDATED CONSTELLATION COLLECTION

Even classic collections occasionally need some modernisation and that is what Omega recently did with its Constellation collection that was first launched in 1982 and features double "claws" on the left and right of the bezel that are the defining characteristic of the Constellation range. There are three new women's models, each with the quartz 1532 calibre in a 35mm case.

One model has a deep brown dial with graduated diamond indicators in a red gold case. A supernova pattern fans out over the dial from the date window at 6 o'clock. The strap is made of alligator. A white gloss dial, also with the supernova pattern, can be found in a white gold or steel case, combined with a white alligator strap. A special version is the model with a purple dial (and strap of purple alligator), with a further 34 diamonds on the bezel.

www.omegawatches.com

Phone: 0845 272 3100



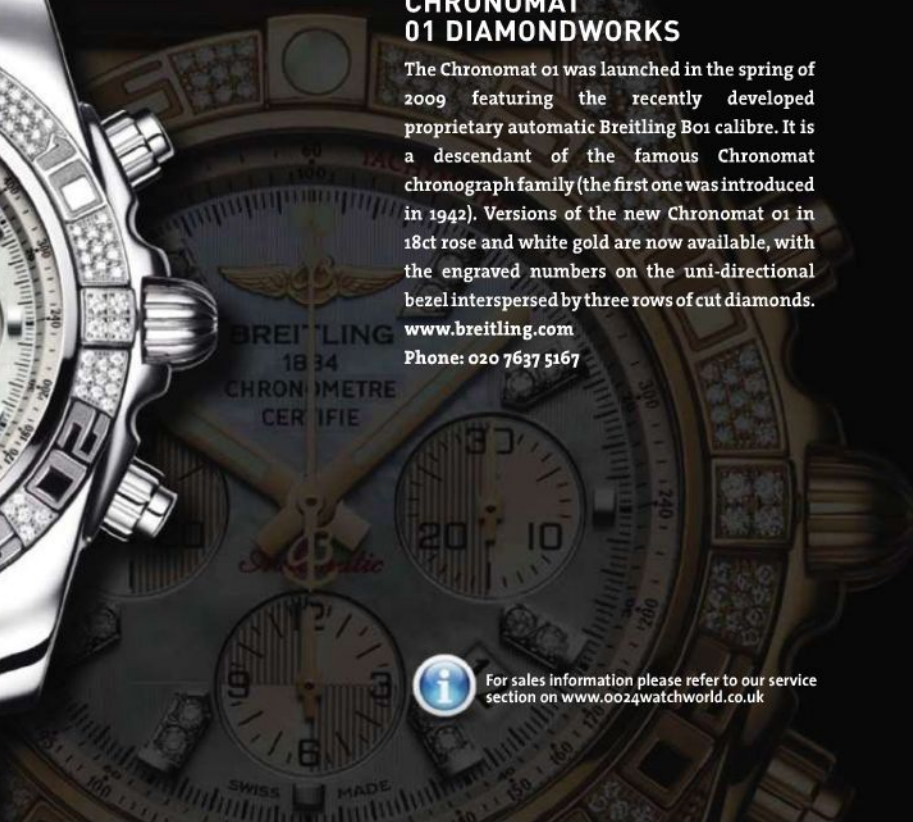
Breitling

CHRONOMAT 01 DIAMONDWORKS

The Chronomat 01 was launched in the spring of 2009 featuring the recently developed proprietary automatic Breitling Boi calibre. It is a descendant of the famous Chronomat chronograph family (the first one was introduced in 1942). Versions of the new Chronomat 01 in 18ct rose and white gold are now available, with the engraved numbers on the uni-directional bezel interspersed by three rows of cut diamonds.

www.breitling.com

Phone: 020 7637 5167



For sales information please refer to our service section on www.0024watchworld.co.uk

Bell & Ross

INSTRUMENT BR03 HERITAGE 42MM

There are two versions of the Instrument BR03 Heritage, both with a square steel case (42mm, water resistant to 100m), coated in black carbon and with a leather and black canvas strap. The black dials feature indicators and numerals with a sand-coloured luminescent material for optimum readability, surmounted by sapphire crystal "glasses".

In addition to the hour, minute and central seconds hands the BR03-92, with the automatic ETA 2892 calibre, has a small date window between 4 and 5 o'clock. The BR03-94 is a chronograph featuring the automatic ETA 2894 calibre; in addition to the central hour, minute and seconds hand and the date window between 4 and 5 o'clock. Its dial also has a 60-second counter at 3 o'clock and a 30-minute counter at 9 o'clock.

BR03-92 MILITARY CERAMIC

The large square case (42mm) is familiar with screws and round dial, but this is still a new model: the case is in "camouflage" colour, made entirely of a light and scratch resistant khaki-coloured ceramic material. The strap is made of rubber or a synthetic material. The case, which is water resistant to 100m, houses the automatic ETA 2892 calibre with central hours, minutes and seconds and a date window between 4 and 5 o'clock.

www.bellross.com Phone: 020 7637 0091



BR03-92
MILITARY CERAMIC

BR03-92



BR03-94



Frédérique Constant

LIMITED EDITION F. CHOPIN 2010

On the occasion of the 200th birthday of Frédéric Chopin (1810-1849), Frédérique Constant is releasing a limited edition of 1810 copies (Chopin's year of birth) with a gold-plated, steel case (40mm, water resistant to 60m). The crystal is convex-cut sapphire. The silver, classical dial features a decoration that is reminiscent of piano keys, and the watches are supplied in a miniature piano. The automatic movement, which is visible through the case-back, is the FC-303 calibre with date (at 6 o'clock). The strap is brown crocodile.

HEALEY CHRONO-AUTOMATIC AND STOPTIMER

To celebrate the collaboration between Frédérique Constant and the Austin Healey Owners' Club, which began in 2004 – two Healey Chrono-Automatic models are being released (1888 numbered copies of each). One model has a steel case with an ivory-coloured dial and the other a rose gold-plated, steel case with a chocolate-coloured dial, water resistant to 100m. Both versions are supplied in a gift box together with a matching stoptimer pocket watch. The new models have the automatic FC-392 calibre with a 42-hour power reserve; the chronograph counters for hours, minutes and seconds are located at 6, 9 and 12 o'clock.

www.frederique-constant.com

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Concord C1

ETERNALGRAVITY

"Remarkable" doesn't begin to describe this new Concord model. The white gold case, which is water resistant to 30m, has a large diameter of 48.5mm, is 18.5mm thick and, together with the dial, features 403 gemstones (a total of 25.31ct); even the push buttons and crown guards are set with diamonds. The sapphire crystal is 3.3mm thick. What's inside this model is special as well. It features the C100 calibre, a flyback chronograph with a power reserve indicator (maximum of 84 hours), torque indicator and a vertical tourbillon, which – very unusually – is visible through a window in the side of the case. This 38-jewel calibre is hand-wound and has a frequency of 21,600 vph. The strap is made of rubber-coated black alligator, with a white gold Concord folding clasp.

www.concord.ch



Vacheron Constantin

OVERSEAS DUAL TIME STEEL AND TITANIUM

The first model in the Overseas sport collection by Vacheron Constantin appeared in 1996 and since then the collection has been updated and expanded regularly. A version of the Dual Time model has now been presented with a second time zone, a 42mm steel case and a titanium bezel. The automatic 34-jewel 1222 SC calibre is protected from magnetic forces, has a frequency of 28,800vph and a power reserve of 40 hours. The grey dial shows the power reserve (maximum of 40 hours) and the second time zone with day/night indicator, and harmonises well with the other grey shades of the two metals used for this watch. The case has a closed case-back that features an engraving of a schooner, the Overseas logo. The screwed-in crown guarantees the watch is water resistant to a depth of 150m. The watch is supplied with two straps, one made of anthracite alligator and one made of rubber.

www.vacheron-constantin.com



Archimede

DECKWATCH

Archimede is a watch brand made by Ickler, a producer of watch cases in Pforzheim, Germany. The new Deckwatch stands out thanks to the uncomplicated lines of both the dial and the case. The 42mm case is made of polished and brushed steel. The matte silver dial features classical numerals and classical blue hands – central for hours and minutes, and a small one at 6 o'clock for seconds. The movement is the tried-and-tested, hand-wound ETA 6498 calibre, which can be seen through a mineral crystal in the case-back. The crystal in the front is sapphire. The strap is made of black or brown leather. www.archimede-uhren.de



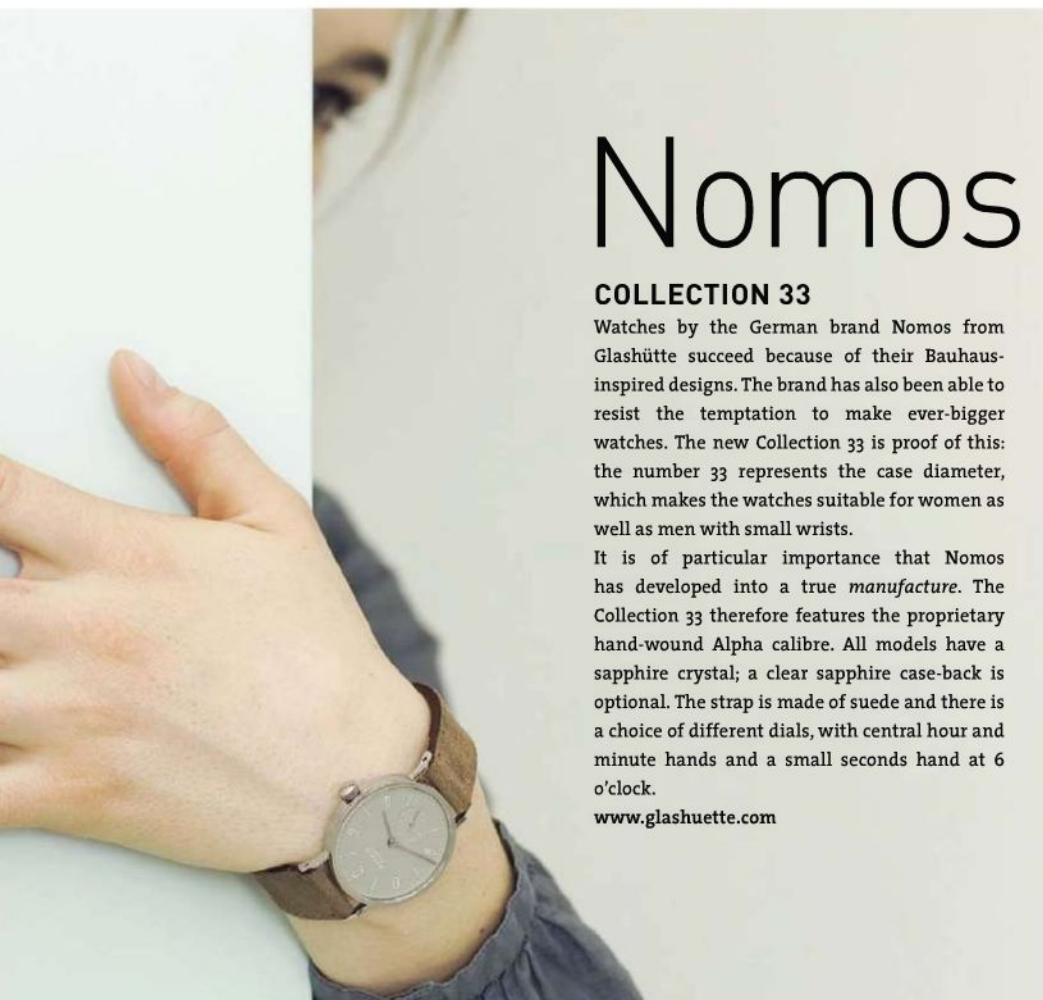
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Eberhard & Co

GILDA

The Gilda models form the women's collection of Eberhard & Co, which is known mainly for its men's watches. There are various versions with cases of steel or rose gold, and a range of dials with and without cut diamond indicators. The dial is made of convex-cut sapphire, patented by Eberhard & Co. To power the watch the manufacturer chose an ETA quartz movement. www.eberhard.com
Phone: 01189 482674





Nomos

COLLECTION 33

Watches by the German brand Nomos from Glashütte succeed because of their Bauhaus-inspired designs. The brand has also been able to resist the temptation to make ever-bigger watches. The new Collection 33 is proof of this: the number 33 represents the case diameter, which makes the watches suitable for women as well as men with small wrists.

It is of particular importance that Nomos has developed into a true *manufacture*. The Collection 33 therefore features the proprietary hand-wound Alpha calibre. All models have a sapphire crystal; a clear sapphire case-back is optional. The strap is made of suede and there is a choice of different dials, with central hour and minute hands and a small seconds hand at 6 o'clock.

www.glashuette.com



MeisterSinger

PANGAEA

The new MeisterSinger model is called Pangaea and is named after the supercontinent that was split apart to form the continents we have today. The 40mm steel case is a mere 9.4mm thick, but looks even thinner because of its rounded edges. Like most MeisterSingers, this model only has one hand and with a little practice the time can be read with an accuracy of one minute at the most, a relaxing experience in our rushed times. The other striking detail on the dial is the numerals, because for aesthetic reasons Manfred Brassler, the man behind the brand, chooses to show the numerals from 1 to 9 as 01 to 09. The hand-wound Peseux 7001 calibre is visible through the case-back.

www.meistersinger.net Phone: 01923 771188



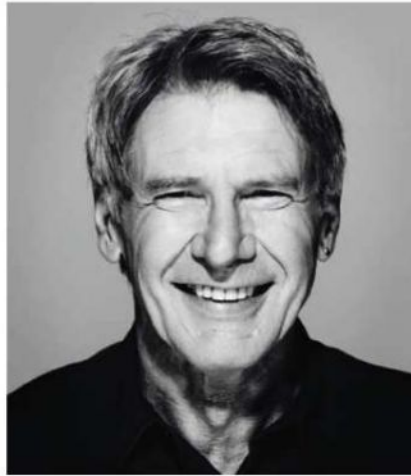
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Hamilton

KHAKI TEAM EARTH COLLECTION

This is the second collection that was designed in collaboration with actor Harrison Ford for Team Earth, which is the face of the environmental organisation Conservation International CI, based in Washington and active in more than 40 countries (the first Hamilton Khaki Conservation collection for CI was released in 2008). The collection consists of simple designs with clear, khaki-coloured numerals on a black background. The 42mm round cases with ribbed bezels are made of steel and the straps are of green or brown leather. The crystal is sapphire and the watches are water resistant to 100m. For the movement the automatic ETA 2824 calibre is used.

www.hamiltonwatch.com Phone: 0845 275 2900



MB&F

HOROLOGICAL MACHINE NO.3 FROG

Maximilian Busser and his "friends" (that's right, MB&F) have been astonishing the world with their Horological Machines for some time; the prototype for No. 3 was finished two years ago. This was so elegant that Busser made a "wacky" version of it, the Frog. It is immediately clear where the name comes from: two convex subsidiary dials strongly remind one of frog's eyes. The case is so complex that it consists of 53 components. The automatic movement, the "engine" according to Busser, has 304 components and was designed by Jean-Marc Wiederrecht (Agenhor). The frequency is 28,800vph. In each convex eye (made of sapphire) a hemisphere of extremely thin polished aluminium revolves, indicating the hours and minutes. The strap is made of black alligator with a white gold/titanium folding clasp. Thirty-two copies of this watch will be made this year, a limited edition of 12 in black titanium with a green-golden rotor and 20 of the non-limited edition in titanium with a blue-golden rotor.

www.mbandf.com Phone: +44 207 290 6500



Bulgari

OCTO BI-RETRO

On the dial of this watch you see the logical conclusion of Bulgari's decision to bring the Gerald Genta brand, which belongs to the group, more explicitly under the Bulgari flag (the same also happened with Daniel Roth). This new model in the well known Octo series by Gerald Genta is now labelled as a Bulgari watch, with the name Gerald Genta still in small print on the dial (at 6 o'clock). It is once again an individualistic watch with a digital hour indicator (at 12 o'clock), a retrograde minute hand and equally retrograde date indicator. The movement is the proprietary GG7722 calibre with automatic winding. The case is made of steel (43mm diameter), with a ceramic bezel and a crown with an onyx cabochon. The watch, which is water resistant to a depth of 100m, has a rubber strap with steel folding clasp.

www.bulgari.com Phone: 020 7872 9969



Pierre de Roche

GRANDCLIFF TNT PENTA

The Pierre DeRoche brand has solid ties with movement specialist Dubois Dépraz. Pierre Dubois is CEO of the brand and the great-grandson of the famous Marcel Dépraz. The brand name kind of gives this link away: DuBois = made of wood, DeRoche = made of stone, right? This small, exclusive brand brings us special watches with refreshing regularity and this description also fits the latest model. The name Penta indicates that five discs are used to provide different information. Two discs converging at 12 o'clock indicate the date, three others show the minutes and hours of the flyback chronograph, as well as the regular seconds. The discs are made of anodised aluminium. Needless to say, the movement is by Dubois Dépraz, beautifully embellished and visible through the sapphire crystal case-back. The case is made of blackened titanium; the bezel, lugs, crown, crown guard and push buttons are made of steel. The case diameter is 45.5 mm and the watch is water resistant to 100m. This company is unusual, if not unique in the watch business, because it's website lists the suppliers of its components.

www.pierrederoche.com

Phone: 0207 290 6500



For sales information please refer to our service section on www.0024watchworld.co.uk



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Alpina

12 HOURS OF SEBRING

Alpina is the official timekeeper for the 12-hour race at the American Sebring circuit that was opened in 1950. Since 1952 the world-renowned race has been held over a 12-hour period; we are now up to the 58th edition, which explains why Alpina made 158 copies of this watch, which was named after the race. It is a substantial chronograph with a case made of steel with a black PVD coating and a diameter of 47mm. The automatic movement is the AL-750 calibre; it shows the time, the time in a second time zone, the date and the measured time. The watch is water resistant to 100m, features a carbon strap with red lining and red stitching, and comes in a special box.

www.alpina-watches.com



Linde Werdelin

OKTOPUS MOONPHASE COMPLICATION

At the request of Linde Werdelin, Danish master watchmaker Svend Andersen developed an innovative moon phase indicator. This is now being used in this special diver's watch with a 64mm case, made of titanium with a revolving bezel in rose gold. Between 4 o'clock and 8 o'clock the dial has a large window that shows the moon phase. The indicator progresses through seven phases from the new moon via half-moon to the full moon and back again. The moon is coated entirely in SuperLuminova for extra clear readability. The case, which is water resistant to 888m, has a sapphire crystal case back through which the automatic movement (Frédéric Piguet 1150 Calibre) is visible. Isn't it rather a strange idea to put a moon phase indicator in a diver's watch? Not according to Creative Director Morten Linde, who points out that increasing numbers of people dive at night when the moon is full. This new watch will make it easy to plan the next dive. The price is approximately £14,450.

www.lindewerdelin.com

Phone: 020 7727 6577



Rado

R5.5 AUTOMATIC

Rado has always been the uncrowned king of minimalist watch design, but this new model takes the cake. The design is by world famous Brit, Jasper Morrison. The movement is the automatic ETA 2892A2 calibre. As we have come to expect from Rado the case is made of a high-tech ceramic material (combined with steel). The case-back is blackened titanium and the sapphire crystal is metallised black. Together with the matte black dial all this results in a highly stoic watch, certainly because of the combination with a matte black ceramic bracelet.

www.rado.com

Phone: 0845 272 3200



Christiaan van der Klaauw

RETRO MOON

Christiaan van der Klaauw produces exclusive, hand-made astronomical watches. The Retro Moon was presented at BaselWorld this year and is the first retrograde watch made by Van der Klaauw. The case is made of rose gold, but versions in platinum and steel will follow. In addition to central hour, minute and seconds hands, the bottom half of the dial displays the phases of the moon, and a retrograde hand at 6 o'clock shows the current moon phase. The dial is lacking the beautiful and typical Van der Klaauw blue and is black instead, which is a good contrast for the gold hands and other indicators. The movement is an automatic movement by Benzinger that has been modified Van der Klaauw.

www.klaauw.com

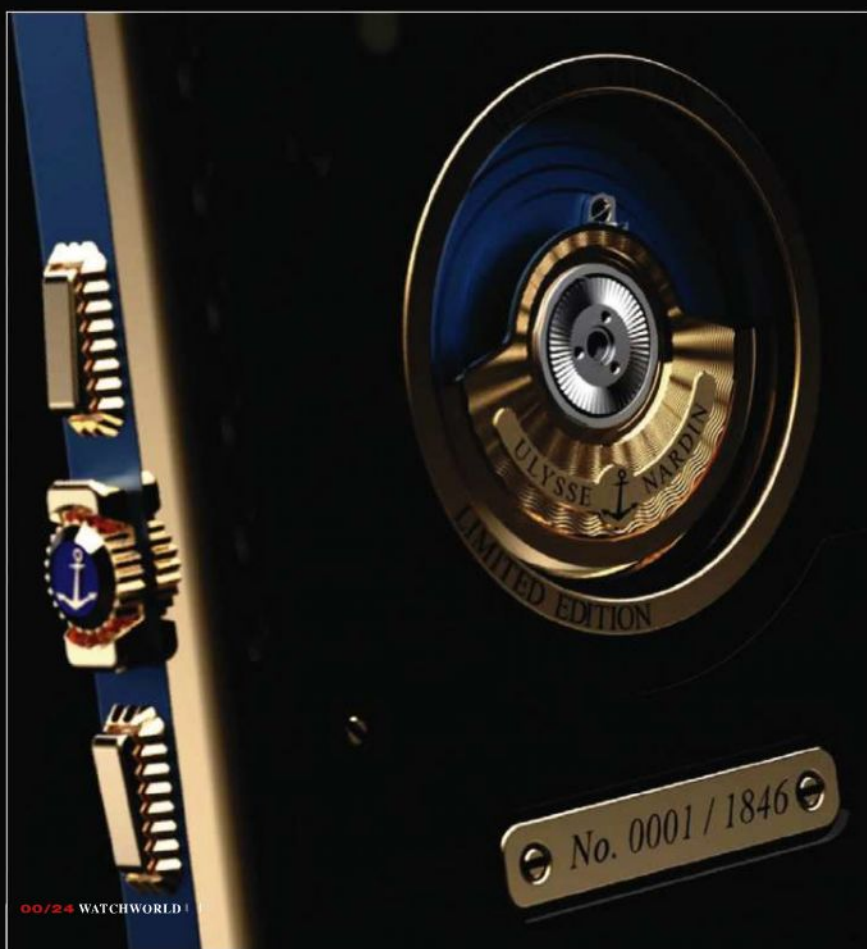


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SMART PHONES



Ulysse Nardin Chairman



The latest version of the Chairman, the smart Phone designed by Ulysse Nardin in conjunction with SCI Innovations, has an extra large touch screen, thumbprint recognition, the Google Android operating system, 32 GB memory, and an improved mechanical rotor (which charges the battery). The device is equipped for the G3 system. There are three "styles": Precious Metals (like gold), Steel (steel with various colour combinations) and Stealth (completely black or black with a colour). SCI Innovations has designed a custom docking Station for the Chairman which – with its varnished wood – is reminiscent of the chests that used to hold the ships' chronometers that made Ulysse Nardin famous.

www.ulysses-nardin.ch



For sales information please refer to our service section on www.oo24watchworld.co.uk



Celsius X VI II Remontage Papillon

Smart phone or tourbillon watch? Both! This device was developed by Celsius, in conjunction with master watchmaker Richard Mille and the watch design team Confrérie Horlogère. It is therefore not surprising that, in addition to the required microelectronics, the black housing contains 547 mechanical parts that charge the battery and even power a tourbillon watch. In the UK it is being previewed exclusively by Harrods in the Fine Jewellery & Watch Room, where clients can pre order it (at a price of £230,000) for October delivery.
www.richardmille.com
 Phone: 0800 313 4503





SELLITA SW300

NEW MOVEMENTS

At Baselworld it is not just the watch brands that present their latest wares, the manufacturers of movements and tools are also prominently represented. On the movement front there is news from Armin Strom, who is showing his new ARM09 calibre. This *manufacture* movement is made entirely in-house and consists of 146 components. It is hand-wound and displays the crown wheels (which turn when being wound) in the front. It is a sizeable movement with a diameter of 36.60mm and a depth of 6.20mm. It has a frequency of 18,000 vph and, in addition to the hours, minutes and seconds, also shows the power reserve (maximum of seven days).

Sellita also brought something new. Its SW500 calibre is a new automatic, 13-ligne chronograph movement with a frequency of 28,800 vph. The movement has a diameter of 30mm and a height of 7.90mm. It is fitted with a rotor that revolves on ball bearings, and a stop-second system (also known as hack seconds). The SW300 calibre is also entirely new. It is an automatic movement with date function. The 11-ligne movement measures 25.60mm in diameter and is 3.60mm deep. It has a frequency of 28,800 vph and this calibre also has a stop-second device.

ARMIN STROM ARM09



SELLITA SW500





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THIERRY HERMÈS FOUNDED HIS SADDLERY COMPANY IN 1837



THIS 1912 FAMILY PHOTO SHOWS JACQUELINE HERMÈS WEARING A MINIATURE WRISTWATCH ON A HERMÈS LEATHER STRAP



LUC PERRAMOND



We visited the headquarters of the watch division in Bienne to meet Luc Perramond, the CEO of La Montre Hermès, and we were impressed by his plans for the future of the company and his enthusiasm. He explained, "Hermès has made watches since the 1920s, which is not widely known. Our strategy has changed in the last five years and now we want to give more emphasis to mechanical watches in our product mix."

A LONG HERITAGE

"So we have a long heritage with mechanical watches and long experience of this market. There was a period in the 1970s and 80s when we went strongly to quartz, but now we are coming back to the use of mechanical movements. It's quite exciting, because we have done so many amazing things in the past."

"More important new mechanical models will be launched in 2011, but the next major launch will be in 2012, when our new calibre should be ready. We realised that we had to secure an independent and reliable source of mechanical calibres at the high end. The Hermès family was close to the Sandoz family Foundation that owns Vaucher Manufacture and so an opportunity came up for us to be involved – and we took it – we now own 25%. It is a very important relationship that gives us access to calibres of this high quality and now we are developing an exclusive Hermès calibre with Vaucher and it will come to the market in the future."

"This does not mean that we will not work with manufacturers of standard mechanical movements – we have a very strong relationship with ETA and we also work closely with houses such as Dubois Depraz, who make beautiful small, and sometimes big, complications. It's a kind of pyramid. We need to strengthen our offer in mechanical timepieces between 3,000 and 7,500 Swiss francs [about £1,800 to £4,500], and we are doing this with movements from these two companies. Above 7,500 Swiss francs we will have our own exclusive Hermès calibre in the future, developed and made for us by Vaucher. In the future, our big complications will also come from Vaucher."

Luc Perramond worked at TAG Heuer for 13 years as a key part of the management team of three that developed the brand, took it public and sold it to LVMH. He stayed with LVMH for a couple of years and then joined H Stern, a very prestigious Brazilian family jewellery business of international repute. He worked with them for seven years helping to develop their brand in Europe, the Middle East and Asia. They also opened a boutique within Harrods. During this time he learned a lot about jewellery and coloured stones.

A BETTER BALANCE

"Our goal is to have a better balance between mechanical and quartz watches. In an ideal world, it would help to balance our collection if half of our watches contained mechanical movements, because they will help us to attract more men to Hermès watches – and that is one of our goals. Hermès is a brand that sells one third of its objects to men, which is a lot – think of ties, shoes, ready-to-wear, belts and watches. It's a brand with which men are very comfortable."

"The new mechanical calibre being developed for Hermès by Vaucher is likely to be introduced in the collection in less than two years. It takes a long time to develop an in-house movement and there can be a lot of hurdles along the way. What is important for Hermès is quality – the company is always striving to produce quality objects. Patrick Thomas, the CEO of Hermès International, always says that we are not in the luxury business: we are in the business of quality, well-crafted objects. "Our standards are high and to have a reliable haute horlogerie mechanical movement that is not an industrial movement, but is made to the traditional fine standards of haute horlogerie, is a difficult thing to achieve."

A FAMILY OF HERMÈS CALIBRES

"With our customers, we can't have any issues with quality, so we will introduce our new calibre >>

only when it is ready and has been thoroughly tested. It has been designed as our 'engine' and has been conceived so that big or small complications can be added in the future, so that we can build a family of calibres for Hermès. That's our objective.

"Hermès watches were initially the idea of Jean-Louis Dumas [the former president of Hermès, who died in May this year], when he created La Montre Hermès to recruit more customers to the brand. It was in the 1970s and it was important to rejuvenate the brand and attract new and younger customers – and the watch was the perfect product to do this. At the beginning, by introducing to the market nicely designed, feminine products with quartz movements we had a chance to attract younger, mostly female, customers to the brand and for many it was a first introduction to the world of Hermès.

"Between 1920 and 1970 we worked with some of the most prestigious Swiss watch manufacturers and made collections together, so they had the Hermès logo and the maker's name on the dial. A couple of years ago we organised a special auction of vintage watches in Paris for the 80th anniversary of Hermès watches. We have worked with



PHILIPPE DELHOTAL,
DIRECTOR OF CREATION AND DEVELOPMENT

brands such as Jaeger-LeCoultre, Universal Genève, Audemars Piguet and Vacheron Constantin. We even made the first reverso watch in 1930 – before Jaeger-LeCoultre took the patent on the technical design. We also worked with Minerva, the factory that is now incorporated into Montblanc's operation. "We continue to have products at an entry price of around 1,500 euros, but now that we have become more of a watchmaker with more mechanical movements I think it's time to address also the existing Hermès clients, who are very demanding. Sometimes they don't know that Hermès is also a watchmaker. They need to discover the new face of Hermès watches. These people are mainly looking for quality and a certain sense of aesthetics that is very unique to Hermès. Now, we have watches that satisfy these needs.

"Hermès is known to have exceptional products in all categories – leather, scarves and we have developed products with enamel, for example. We have worked with Anita Porchet, the enamellist, who has created a few collections for us, using different techniques.

A LOVE OF CRAFTSMANSHIP

"Part of our strategy is to work with les metiers d'art in the watch business, to show that Hermès supports and wants to develop these kinds of métiers. We have been very successful with existing customers who are interested in this know-how and this traditional craftsmanship. So we have introduced enamel watches, as well as models with beautiful decoration on the movements.

"We have also introduced this year a new way to produce high-end jewellery, which we call Snow Setting. It's a very special way to set stones of different sizes next to each other to give the impression of snow. This is achieved entirely by hand and is the work of artists. Another piece that we introduced in BaselWorld features mother-of-pearl, engraved by hand. We took a drawing that belonged to the Hermès family, called the Duc Atelè, and this mother-of-pearl was engraved with the design entirely by hand and then applied to a 'stone' of petrified wood. This is unique, it's one-of-a-kind and shows again that Hermès is interested in craftsmanship and traditional skills. It's another direction for us – exceptional pieces that show what we can do in terms of producing unique products. This is really for our existing Hermès customers who are very loyal and are always looking for these kinds of products.

"We have 300 Hermès boutiques around the world and we have watches in every one. WE also have 800 other stockists. Now, we are beginning to open our own watch and jewellery stores; it's a new concept for Hermès. We had only one watch and jewellery store in Paris, but it's a concept I really believe in because it's a way for us to show the depth of our watch and jewellery ranges. They are two métiers where you need space to express yourself.

"After Paris, we opened another in Beijing in January last year, in a very established department store in the heart of the city. This was very successful and we are going to roll this out to about 12 boutiques in the next three years. There are also plans to open a Hermès watch and jewellery boutique in the UK in the next two to three years – but



ARCEAU POCKET WATCH "ALFRED DE DREUX"

I can't say more than that, but definitely I want one in London.

"As we become more of a watchmaker and go further away from the accessory market, with more technical content and more prestige, obviously the average price is going up as a result. We are not forgetting the franchise we have with women, because obviously in the ladies watch market we have a strong position. We are building on it by adding more precious products in this category, such as steel and diamonds, gold or gold with diamonds.

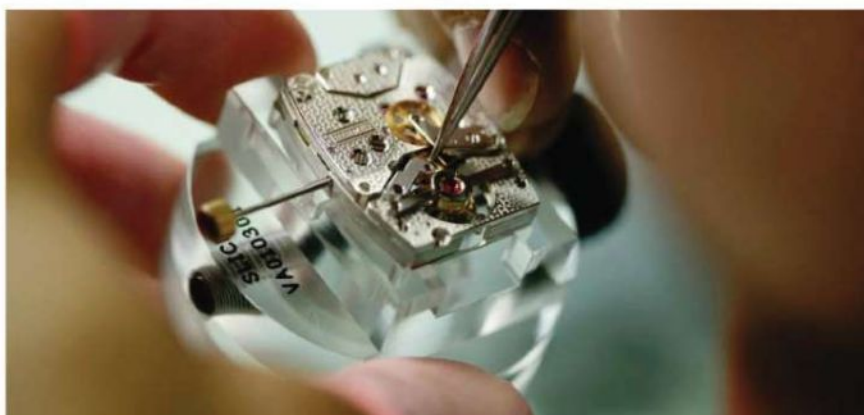
QUITE EXCEPTIONAL

"It takes time to establish a company as a prestige watchmaker. For many years we have promoted Hermès watches mostly in the feminine market and as fashion or accessories. It will take longer for collectors to realise that we have watches that are quite exceptional. For example, we introduced the first tourbillon watch for Hermès, which has a Vaucher movement. We put it in the Cape Cod model, although we had to make the case a little longer because its Vaucher movement is a tonneau tourbillon with the cage at 6 o'clock and the power reserve at 12 o'clock. It has a power reserve of seven days – and a seconds hand, which is quite unusual in a tourbillon movement. This is a very limited edition in rose or white gold with a gold dial that has been finished by hand. It's a very elegant and discreet watch.

"It will take time before true collectors start to see all these changes and this know-how. We have introduced new moon-phase watches and last year a new pocket watch on a leather cord instead of a chain. The cord was made in our own leather workshop in our factory here in Bienne. Our pocket watch has a Vaucher movement with a moon-phase and retrograde date, so slowly but surely we are building our collection of watches with fine mechanical movements. This is the way Hermès works. It's never overnight; it's step-by-step, trying to be sincere and serious about the way we go about it.

DESIGN AND DEVELOPMENT

"La Montre Hermès does not need to outsource the design of its watches; the company has its own Director of Creation and Development, Philippe Delhotal who joined La Montre Hermès two years ago and previously worked for Patek Philippe and Jaeger-LeCoultre. He is in charge of product design



IN ITS FACTORY IN BIENNE, HERMÈS HAS A WIDE RANGE OF SKILLS. IT ASSEMBLES AND REGULATES MOVEMENTS AND AT THE OTHER EXTREME PRODUCES ITS OWN LEATHER STRAPS FROM SKINS SUCH AS THIS ONE.



and development. He has great expertise thanks to his background at Patek Philippe and Jaeger-LeCoultre. He has a technical development team and we work very closely with the artistic direction in Paris, because we want every watch to be in keeping with Hermès values and aesthetics, but he is the one who comes up with creative proposals – so the initiative is here in-house.

"Although Hermès is famed for its leatherwork – and of course we make our own leather straps here in Bienne – our watch collection also includes watches with stainless steel, titanium and gold bracelets. We have recently relaunched a collection called Clipper, which is a re-edition of an existing design. This is a more sporty line where we use metal bracelets. One was designed with the Hermès "H" as a design feature of the metal bracelet. We also have a 44mm titanium chronograph in this collection, featuring a Valjoux movement.

"In Paris we have a department that is focused on innovation and it is always looking at new technology and new materials, not only for watches but for all our métiers, including silk, leather and in jewellery. We also work closely with them to see if we can use new materials in the future. We have certain things in the pipeline, but it's too early to tell if they will work or not. We are not going to fight on the technical front, but if we can innovate somewhere, we will. We are spending time and money on research.

"We try to make sure that any new developments we introduce bring advantages to our clients. A company within the Vaucher Group is working on an escapement that makes use of silicium. We are not interested in the use of new materials that only bring cosmetic changes, but if they offer improvements such as improved reliability then we would certainly be interested." ■

CAPE COD SERTINEIGE



CAPE COD
TOURBILLON



CLIPPER





FREDERIQUE CONSTA

GENEVE

The short, rich history of Frédérique Constant

The name 'Frédérique Constant, Geneva' on a watch dial suggests a long history, in which generation after generation of Constants have toiled at workbenches to produce exceptional watches, true to the spirit of the pioneer, Frédéric Constant. A wonderful and idyllic picture, it's true, but: there has never actually been a Frédéric Constant. Still, the picture is not entirely wrong because the Dutch couple behind the watch brand, which has rapidly gained in popularity, has taken to heart all the lessons from the past – as well as adding a good dash of Dutch ingenuity and level-headedness.



The name is made up of the first names of Frédérique Schreiner (1881 – 1969) and Constant Stas (1880 – 1967), the great-grandmother of Aletta Bax and the great-grandfather of Peter Stas respectively. There is a very small link to the watch world: Constant Stas had a company that, among other things, produced clock dials. The Dutch couple started producing their own watches in 1991. Compared to Swiss traditions the 20th anniversary may not be a big historical feat, it will certainly be a big party because in record time Peter and Aletta have managed to create a world brand that is even producing its own movements!

LACK OF INNOVATION

Peter Stas (1963) studied business economics at the Erasmus University in Rotterdam. During his studies he came into contact with the Swiss watch industry for the first time. During a stay at the American Harvard University he studied a number of companies. This is how he learned all kinds of things about the Société Suisse de Microélectronique et d'Horlogerie (SMH). SMH was the foundation of what is now the Swatch Group. At the time Stas became interested in SMH, Nicolas Hayek had just started restructuring the company.

The young business economist discovered the weak side of the Swiss watch industry: a lack of innovation. This was remarkable, because the quartz crisis had made it very clear what stagnation can lead to. Hayek must have had similar thoughts...

At the end of the 1980s Aletta and Peter Stas were finalising plans to start their own watch brand, with a clear, innovation-oriented philosophy. The new brand would focus on affordable, mechanical watches that would intrigue and inspire. The couple visited a number of Swiss manufacturers and designed an initial collection of six models. However, it was a Dutch company that delayed the birth of the new watch brand for a while...



PETER AND ALETTA STAS

AN OWN BRAND

In 1989 Peter Stas was offered the job of a lifetime at Philips. In 1991 his employer sent him to Hong Kong, where he set up a new company (in the field of consumer electronics). The fact that Philips had put the right man in the right place soon became evident: within two years the Dutch group had a company in Hong Kong that was turning over 36 million guilders. Furthermore, Stas had learned a lot and his experiences in the Far East would prove to be of major importance when establishing Frédérique Constant.

This was the name that Peter Stas and his girl friend Aletta Bax (whom he married in 1991) had jointly come up with in 1988, an affectionate reference to both their ancestors and the past. In 1991 Aletta and Peter Stas had personally made two copies of each of their six designs, featuring quartz

RUNABOUT POWER RESERVE



movements. They exhibited the watches at a trade fair in Hong Kong and this resulted in their first order from – surprisingly – a Brazilian importer. But a Japanese company also placed a sizeable order. This was the beginning of the end of “play time”: Peter and Aletta were then expected to deliver watches: 370 of them to be exact.

EXPERTISE

They were able to deliver the watches without too many problems, thanks to the relationships the couple had established in Hong Kong with the many Swiss who were actively involved in the watch sector there. In Switzerland, a country he visited often, Peter had met Philippe Bouchet. This expert in watch component production took care of the production of the first order and that was the start of the real success. At the trade fair in Hong Kong a year later, 3,000 Frédérique Constant watches were ordered. That same year the young brand presented its first watch with an automatic movement; Aletta Stas quit her job and started working for Frédérique Constant full-time. For the time being Peter continued to work part-time on realising his dream.

As a result of his analysis of the Swiss watch industry, Peter Stas knew that innovative design was a requirement for success. In 1994 Frédérique Constant presented the watch that put the brand on the map in one fell swoop: the Heart Beat collection. The watches had (and have) a mechanical movement and show it unmistakably. The continuously moving balance wheel can be seen through an aperture in the dial. It looks like a tourbillon, but without the costs associated with that construction. This would prove to be one of the smartest innovations in the watch industry.

TO GENEVA

In 1995 Frédérique Constant made the move into Europe by taking part in the big show in Basel. In 1997 Stas left Philips; together with Aletta he moved to Geneva, where they set up an office in a suburb of the watch world's capital. That same year the Dutch-Swiss brand was already producing 24,000 watches. Making so many watches with such a small organisation was only possible because of a special working method. Business economist Stas and Aletta had devised the entire operation, and it worked. The head office is in charge of design and marketing. A special department makes sure that all the necessary components are purchased from high-quality suppliers. At the head office, where Aletta is mainly involved in production management, the largely pre-assembled movements are fitted into



HEALEY CHRONO 2010

cases. At that time, Frédérique Constant did not yet make any components itself, but concentrated on design, assembly, quality control and marketing. It is interesting to recall that this is how the Swiss watch industry was functioning two centuries ago.

In 1996 Frédérique Constant presented another much talked-about model, the Yacht Timer.

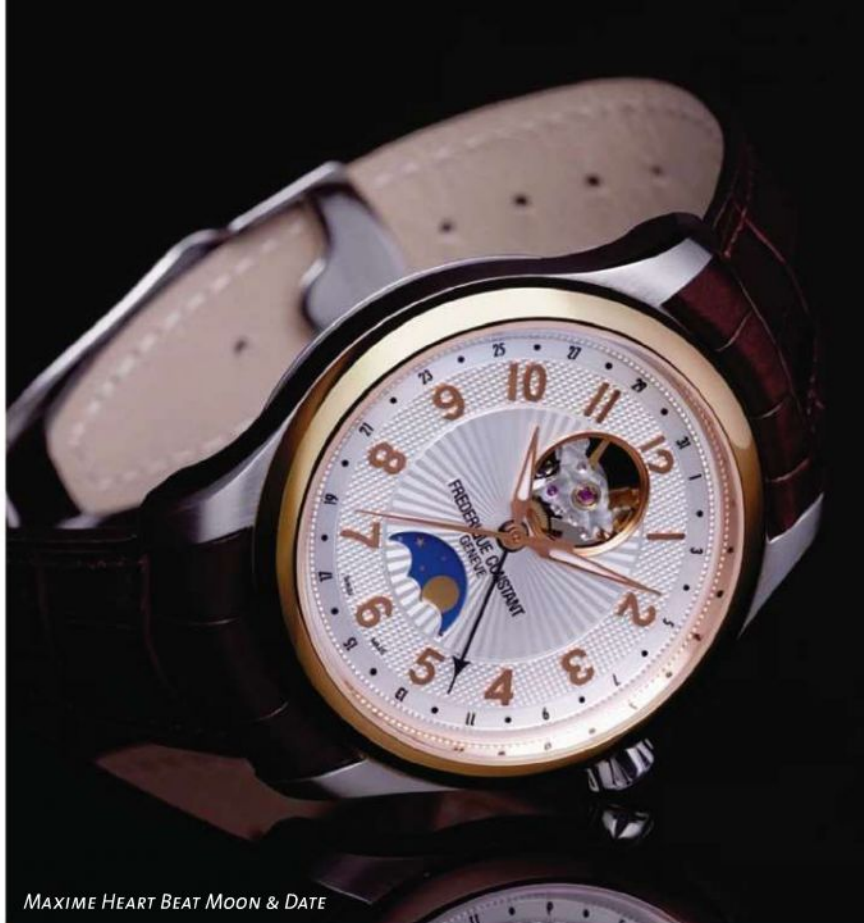
This was developed especially at the request of the Dutch yachting team that was to participate in the Olympic Games in Atlanta. The Yacht Timer shows the time remaining before the start of a yacht race by means of a countdown system that uses graduated windows, which helps with timing the start exactly.

NEXT STEP

Because of the success of the various models (and the working method), Frédérique Constant was able to continue growing with a targeted expansion of its production and distribution. The brand was already available in many countries; a considerable part of the production was sold in Japan. At the end of the last century the brand moved into new premises in Chêne-Bourg, a suburb of Geneva. By 2003 this accommodation, too, proved to be too small. It was decided to build a completely new building in Plan-les-Ouates, a suburb on the outskirts of Geneva, where a number of watch brands had settled. Frédérique Constant refers to this building, which it moved into in 2005 (4 floors, 3200 square metres), as a manufacture and that is not an empty claim: in 2004 the brand has started making its own movements. The basis is a movement developed by the experts at Frédérique Constant in collaboration with the École d'Horlogerie de Genève, the École d'Ingenieurs de Genève and the Dutch Zadkine Watch Trade School. This movement can now be found in many models, such as the Heart Beat Manufacture Moon Phase Date Automatic. In this version the calibre measures 30.5 mm in diameter, with 48-hours power reserve, KIF shock protection, moon-phase and date indicators. Through the window at 6 o'clock you can not only see the balance wheel in motion: what you are really looking at is the future of Frédérique Constant.

COLLECTION

The current collection comprises a large number of models divided into various series. Heart Beat Manufacture (dials with Roman or Arabic numerals, manufacture movements, various complications such as an in-house tourbillon with silicium escapement and lever, moonphase, date etc), Maxime (classic dials with Roman or Arabic numerals, in-house movements); Ladies Automatic (iconic Double Heart and Love Heart Beat designs), Persuasion (dials with Roman numerals, different models such as Carrée and Heart Beat) and Classics (mostly dials with Roman numerals, different models such as entry-level automatics and the tonneau-shaped Art Deco). Frédérique Constant mainly uses automatic mechanical movements, but there are also models with quartz movements (especially the Slimline and Delight series). ■



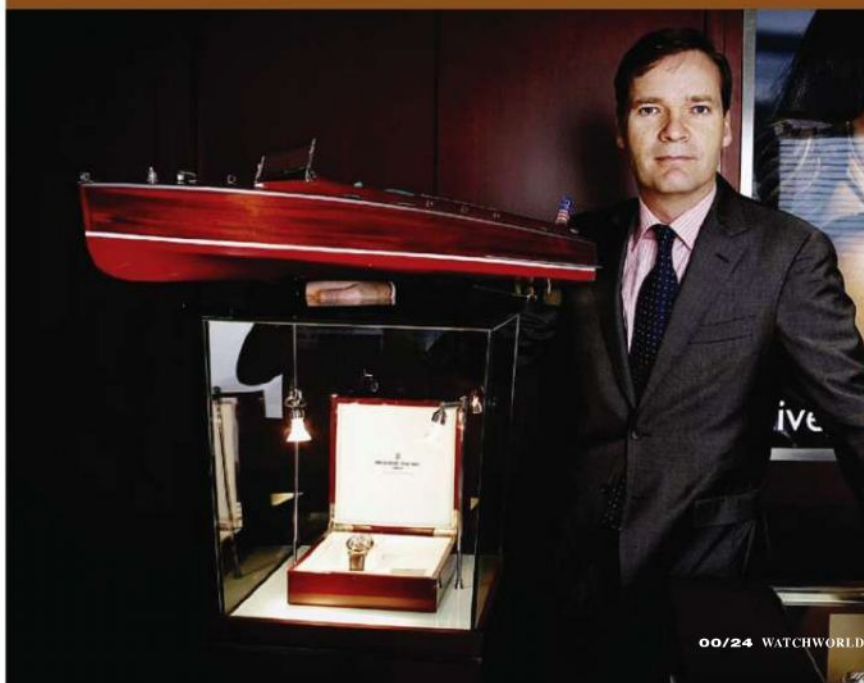
MAXIME HEART BEAT MOON & DATE

PETER STAS (FRÉDÉRIQUE CONSTANT) ABOUT THE HEART BEAT:

The story of Frédérique Constant is a tale of success of the kind that movies are based on. In 1992 (its first "real" year) the brand sold 350 watches; in 2009 it sold over 96,000. In 2005 the ever-so-Dutch brand moved into a new office in Plan-les-Ouates, a suburb of Geneva. With neighbours such as Rolex, Patek Philippe, Piaget, Vacheron Constantin and Harry Winston you know you are one of the elite. With its in-house developed manufacture movement Frédérique Constant is making it very clear which direction it is going in. Founder/owner/director Peter Stas: "We have to distinguish ourselves clearly from our competitors – and become less vulnerable. That means continuously working on our own movements and continuing to grow."

HEART BEAT

The breakthrough of Frédérique Constant and the foundation of its success was the idea of the Heart Beat, a cut-away in the dial through which the moving balance wheel can be seen. Peter Stas: "It was a simple but great idea that we came up with in 1994. The idea originated in Asia. The quartz-crisis had passed its peak and people there once again wanted watches with mechanical movements. But it was not immediately obvious what kind of movement a watch had. The Heart Beat makes that clear at a glance. Unfortunately we did not patent the idea and it has been copied a lot. Most brands that copied the idea realised it did not suit their style and soon stopped using it, but others have been quite successful with it for some years now. We've certainly learned our lesson because our proprietary movement (which not only shows the balance wheel but is fitted in such a way that you can look through it), has definitely been patented."





RALPH SIMONS
(Frédérique Constant)

**THERE ARE SO MANY
HEARTS TO CONQUER!**



FRÉDÉRIQUE CONSTANT JUNIOR AUTOMATIC



When Ralph Simons (1975) joined Geneva watch brand Frédérique Constant as their sales manager for the Far East in early 2008, he knew the company very well. The young Dutchman had been actively selling their watches because his father Paul was their official distributor in the Netherlands. “Of course, moving from Holland to Switzerland was a big step. But to work and live in the heart of the Swiss watch industry truly feels special. Besides, the owners of Frédérique Constant are Dutch, as is their technical director Pim Koeslag.”

Frédérique Constant is something of a miracle. Peter Stas was still employed by a Dutch multinational when he produced his first watches in 1991. Together with his wife Aletta Bax, he decided to name the brand after their grand parents and in doing so, they created a brand name that could have been an old, classic Swiss watch company. Although they settled down in Switzerland to become a fully-fledged Swiss company, Frédérique Constant is decisively different from traditional Swiss companies. As Pim Koeslag explains: “Our Swiss engineers had to get used to the Dutch way of running a company, not very hierarchical and. We are interested in all opinions, regardless of the position or status of the man or with short lines woman who offers them.”

BEST MONTH EVER

Ralph Simons (who has been International Sales Director since 2009) enjoys working in such an open and entrepreneurial atmosphere. “To be involved in an extremely successful company as Frederique Constant is very motivating and rewarding. This year we will produce over 100,000 watches, of which some 15,000 pieces use our in-house movements. June 2010 was the

best month ever, with a total production of 12,680 watches! We are improving our sales in comparison with 2009 by 45% and even if we compare the figures with 2008, we’re still up more than 14%!”

STATE-OF-THE-ART

Pim Koeslag developed the proprietary movement between 2001 and 2004 and has been busy with new movements ever since. At the very modern Frédérique Constant headquarters in Geneva, almost all parts of these movements are produced using a state-of-the-art CNC-machine. Koeslag: “We not only produce parts for the Frédérique Constant movements, but also for the highly complicated movements for our Ateliers de Monaco brand, which is our first venture into the world of haute horlogerie. This brand was started in April 2009, producing very limited editions of watches with tourbillon and minute repeater movements. The movements are assembled in our atelier in Monaco. So far, we have sold about 100 watches, we believe we can raise that to 150, 200 a year maximum. But you should not forget we also gain valuable experience in high-end watchmaking, experience we will also use at Frédérique Constant.”

ALPINA

Ralph Simons is not only involved with Frédérique Constant, but also with sister brand Alpina. “We have been producing sporty Alpina watches since 2002 and have grown the previously sleeping brand – since 1883 – to 7,000 pieces per year. Then 2009 came, and unlike Frédérique Constant, Alpina felt more from the global crisis. Frédérique Constant also took much of our attention. But this is going to change in a big way in 2011. We have developed a clear strategy to re-boost the brand by introducing a number of accessible and coherent new lines and by investing in marketing. We’ll have to raise annual sales to a commercially viable level of approximately 25,000 watches and I strongly believe we’ll succeed. You’ll see the new watches at BaselWorld 2011; some of them will have proprietary movements based on our own FC-700 calibre, which we will produce in larger quantities in the coming years.”

FURTHER EXPANSION

But for the moment Simons has to give his full and undivided attention to expanding Frédérique Constant. “We are doing very well in Europe and Asia, North and South America are catching up rapidly.” He admits the company has not been very successful in Great Britain, but he hopes this will change with the recent appointment of Argento Fine Products, who has the right experience and contacts. “Our brand offers high-quality, high-end watches at reasonable prices. The only way to optimise sales is by a top-down approach, being represented by a company that is already the official agent for one or two well-known top brands. This has worked wonders in the Netherlands, where my father was already the official agent for IWC and Zenith before he became involved with Frédérique Constant. But also in other countries this has worked and works very well. With the appointment of Argento Fine Products – already active with such brands as Roger Dubuis and Giuliano Mazzuoli – we are sure we now have the right representation in Great Britain. It’s only a matter of time before we start conquering British hearts as well!”

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Glashütte Original

RESPECTS THE TRADITIONS OF THE TOWN WHERE IT WAS BORN

Since the reunification of Germany, Glashütte has earned a great reputation as a centre of watchmaking excellence, and deservedly so. For the size of this small town, which has a population of less than 5,000, the importance of its watchmaking industry is out of all proportion. There are around 10 companies based in Glashütte Original is one of the most important. It is currently owned by the Swatch Group.

It is no coincidence that the town is an important centre for watchmaking today. When four centuries of silver mining came to an end as supplies were exhausted, the town began to suffer from poverty and so the Saxon government invited new manufacturers to relocate to the town. Ferdinand Adolph Lange, master watchmaker to the Saxon Court, brought new hope to the town when he set up the first watch manufactory there in 1845, having heard of the town through the government initiative. He received a grant to help him do so.

A CENTRE OF EXCELLENCE

Lange wanted to set up not only his own compa-

ny, but a skill centre for watchmaking that would benefit the whole of Saxony. As a result, he invited colleagues to establish their own companies in Glashütte and his efforts attracted such great names as Julius Assmann, Adolph Schneider and others whose precision pendulum clocks were soon in great demand. His initiative led to a strong infrastructure of specialists associated with watchmaking, including case-makers, and specialists manufacturing hands and balance wheels. His vision was to create an independent Saxon watch industry concentrating on the production of high precision watches in comparatively small numbers.

The town became synonymous with German

precision watchmaking and at the time it rivalled Switzerland's Jura region as a centre for the watchmaker's craft. The proliferation of watchmaking companies in the town now that fit that description perfectly is a fitting testament to his long-term success.

The positive development of Glashütte's watch industry came to an abrupt halt in the 1930s, thanks to World War II. All the watch companies were compelled to make "goods important to the war". The design of Glashütte's pilots' chronometers became a military secret in 1940, but they were extremely reliable and precise. On the last day of the war, May 8, 1945, Glashütte was devastated by an air raid that caused terrible damage to its watch industry.

GLASHÜTTE ORIGINAL IS BASED IN THE CENTRE OF THE TOWN





A CLASSICAL GLASHÜTTE CHRONOMETER IN GOLD



ASSEMBLING CALIBRE 95

After the war, the occupying Russian forces expropriated numerous factories, including those making watches. In 1951, the town's independent watch companies were merged together into one large conglomerate, VEB Glashütter Uhrenbetriebe and in this way the town was able to continue making timepieces, and from the 1970s onwards, quartz watches, too. Today, the emphasis is firmly on mechanical timepieces.

A TOWN WITH INITIATIVE

A shortage of foreign currency and the absence of import opportunities led the town's residents to become as autonomous as possible in terms of education, research and the creation of value in their products. This led to the development of a movement design department and continued with tool-making and the production of individual components. At one time, even jewels, balance springs, shock protection systems and ball bearings for rotors were manufactured there. Despite the international boom in sales of quartz watches, Glashütte's watchmakers were able to maintain their knowledge and experience of traditional watchmaking techniques, even in the socialist era, and this later had a very positive effect when the production of quality watches eventually restarted. Following the reunification of Germany, the VEB Glashütter Uhrenbetriebe became a limited company under the new name of Glashütter Uhrenbetriebe.

THE BIRTH OF GLASHÜTTE ORIGINAL

Glashütte Original was born in 1994, four years after the reunification of Germany. One of the most unusual features of the town's modern watchmaking industry is that because it was born out of the VEB conglomerate after reunification, several companies share the same early history including Glashütte Original and A Lange & Söhne because they trace their routes back to pre-war days, via the VEB conglomerate. In the spring of 1995, a manufactory was revived

under the name of Glashütte Original and paid homage to 150 years of tradition with the introduction of a collection of automatic watches with three hands. This company is one of the few relatively few remaining authentic watch manufacturers in the world, making most of its own parts. In its exclusive collections can be found the characteristic elements of classic Glashütte watchmaking, such as the elegant swan-neck adjustment and the use of the famous three-quarter plate, which is so typical of timepieces from the town of Glashütte. Other attributes that make Glashütte Original's watches special include the use of hand engraving, hand-polished surfaces and bevelled edges on movement components. The highlight of the 150th anniversary of Glashütte watch production, in 1996, was the production by Glashütte Original of the most complicated and expensive watch in Glashütte's modern era, the Julius Assmann 1. This masterpiece featured a perpetual calendar and a flying tourbillon and could be worn both as a pocket watch and a wristwatch.

The company has produced a number of special limited edition models in commemoration of Julius Assmann and Alfred Helwig, as well as masterpieces fitted with dials made of Meissen porcelain, which is also made in Saxony. Julius Assmann, who was born in 1926, learned his craft as a watchmaker in his home town before moving to Berlin. In 1850 he began to work in Glashütte and two years later opened his own manufactory producing fine pocket watches. He contributed heavily to the founding of the German School of Watchmaking in Glashütte and became chairman of its board.

Alfred Helwig was the inventor of the flying tourbillon and attended the German School of Watchmaking in Glashütte in 1905. In 1913, he became an instructor at the school and dedicated the rest of his life to it, teaching there for more than 40 years until he retired in 1954 so it is appropriate that Glashütte Original has honoured both men with models named after them.

TRAINING WATCHMAKERS

In 2002 the company opened its Alfred Helwig School of Watchmaking, dedicating 900 square metres to the education of watchmakers. Every year since then up to 12 watchmakers and three toolmakers have attended the school to learn the precious inheritance of this traditional Glashütte craft, providing competent young watchmakers for the manufactory and promise for the future.

In 2003, the company moved to a new home, its new stunning manufactory in the centre of Glashütte, designed using a transparent style of architecture that ensures all the rooms have good natural light. At the centre is a very large open space which serves for much of the time as a showroom, but it also functions as a meeting place where events such as concerts, readings and exhibitions are held. Since it was opened, a steady procession of new watches has been introduced, many in the Senator and Pano collections, as well as further editions of the Julius Assmann range.

Since the establishment of Glashütte Original, there have been two principal families of models, Senator and the Pano collection in its various forms such as PanoMatic, PanoDate, PanoMaticDate and PanoMaticLunar. In 2004, the PanoMaticChrono introduced a new style of dial design, with its dial structured on different levels to give an impression of depth. In the same year, the first class of students completed the Alfred Helwig School of Watchmaking successfully and all the graduates were given jobs at Glashütte Original.

In 2009, the company's first chronometer with an official certificate offered a new stop seconds/reset mechanism, combined with an innovative minute detent that allows the precise time to be set easily on the its hand-wound movement. In the same year, the Senator Meissen Tourbillon was launched, uniting Meissen porcelain and Helwig's flying tourbillon for the first time.

2010 models

Blending innovation and tradition



PANOINVERSE XL

At Glashütte Original they say they live for art – not modern dance, painting or poetry, but the art of engineering; they enjoy a challenge. A good example is the new PanoMaticCounter XL. It already had a superb mechanical movement, but now the range has been enhanced by the addition of an unusual complication – a counter. Pushers and a clear display enable the wearer to count and keep track of things from 1 to 99. It can be used to count

the number of goals a team has scored or ... just use your imagination.

This complication has been presented in an elegant, but effective way. Red numerals appear on a black background in a double-digit window positioned at 9 o'clock. The counter is operated by means of the three pushers on the left of the case. The button at 9 o'clock counts up one number at a time, the one below it counts down and the but-

ton at 10 o'clock resets the counter to 00. On the opposite side of the case, at 3 o'clock, is Glashütte's distinctive date display with its seamless presentation of the date in white numerals on a black background.

Aligned on the vertical axis of the dial are the off-centre hour and minute display in the lower half of the dial and the large chronograph stop-seconds scale in the upper half, raised above the gal-

PANOMATIC COUNTER

PANOMATIC LUNAR

SENATOR DIARY



vanised black dial and flanked by dials for the subsidiary seconds dial and the 30-minute counters, both rotated by 60° to provide maximum legibility.

The PanoMatic Counter XL features the new calibre 96-01, a classic column wheel chronograph with a flyback function and based on Glashütte's award-winning Original Calibre 95 and featuring a three-quarter plate decorated with Glashütte ribbing. Its patented bilateral winding system uses step gears to transmit energy quickly and efficiently to the movement. The counter complication was designed by the company's in-house design team and contains 217 parts, each of which is crafted in the Glashütte Original *manufacture*.

Another interesting and very original creation is the PanoInverse XL, which turns conventional watch design upside down; the normal inner beauty of the movement becomes outer beauty. The most distinctive feature of this watch is apparent at first glance: screw-mounted gold chatons, each attached to the black galvanised three-quarter plate decorated with Glashütte ribbing using three white gold screws. The duplex swan-neck fine adjustment has been moved from its traditional position on the back of the movement to the front, where it forms a distinctive feature of the front of the watch. This galvanised silver fine adjustment device is mounted on a black balance bridge finished with galvanic white engraving. The regular oscillation of the screw balance below it provides a fascinating glimpse of the beating heart of the watch. The off-centre dial offers pride of place to the duplex swan-neck regulator, allowing lovers of fine mechanical watches to appreciate fully this device that provides extremely precise adjustment. It was the beauty of this perfectly finished, but functional element that inspired the watchmakers at Glashütte Original to rethink the construction of the movement and inverse the elements that are normally only visible through the case-back. This required the

creation of some new components and substantial reworking of existing components. The PanoInverse XL is offered with a polished stainless steel case with a black alligator strap. The PanoMaticLunar is another new model in this family and has the familiar classic lines of the PanoMatic range in an understated but elegant style. The characteristic galvanised matt grey dial has off-centre hour/minute and subsidiary seconds dials and the moon-phase display takes the form of a shining silver moon and stars against a grained silver sky.

At the heart of this model is the Calibre 90-02 automatic movement with its eccentric skeletonised rotor. It features duplex swan-neck fine adjustment, Glashütte ribbing and sunburst decoration, characteristic of the company's fine mechanical watches and clearly visible through the sapphire case-back.

This year's new version of the classically elegant Senator Chronograph XL features a German silver dial (an alloy of copper, nickel and zinc) with luminous, lance-shaped white gold central hour and minute hands, a central hack seconds hand and black 30-minute and small seconds counters. The case is a substantial 44mm in diameter. The oscillating weight that winds the movement is in 21ct gold and this watch has a power reserve of 40-hours.

A novel innovative new model this year is the Senator Diary, with a complication never before included in a mechanical watch. It enables the wearer to set an alarm up to 30 days in the future. As this watch only handles one alarm at a time, it is best reserved for an important appointment that must be kept at all costs. This model has two crowns, one on either side of the case. The crown on the left controls the diary functions, while the crown on the right operates the panorama date display. The galvanised dial is black and the hour, minute and sweep seconds hands are in white gold.

At the heart of this watch is the automatic Calibre 100-13, with the addition of the new diary appointment module that contains 340 parts, bringing the total number of components to 600 – and all but a handful of them are crafted and assembled in the Glashütte Original *manufacture*. The ingenious mechanism will allow the wearer to set the alarm beyond the end of the current month – even when a manual correction of the date is required to allow for the length of a month. A second spring barrel ensures that the alarm remains wound even if the watch runs down.

For those who enjoy sport, Glashütte Original offers its Sport Evolution collection and this year, two new models have been added, the Sport Evolution Impact Chronograph for him and the Sport Evolution M for her. The challenge when designing the Impact Chronograph was the need to offer optimum protection of the movement. The company worked with a development group in Stuttgart to create a special material to form the basis of four red shock-absorbing elements that hold the movement and dial securely in the case and absorb 60% of shocks. They can be seen at the edge of the dial. Red seconds numerals circumscribe the dial and the bezel features a clearly arranged tachymeter. A concave crystal back is shaped to fit the wearer's wrist.

The Sport Evolution M for women has a strong family resemblance to its larger Sport Evolution cousins – or brothers and sisters. It has a black carbon dial, combined with silver coloured appliques. The solid, shock-resistant case is in polished and satin-finished stainless steel, shaped to offer protection to the crown. The sapphire crystal back enables characteristic features such as swan-neck fine adjustment, a skeletonised rotor and the three-quarter plate to be admired. It is water resistant to 100 metres.

The last significant new model from Glashütte Original this year is an homage to the 1960s. The Senator Sixties Panorama Date is designed to celebrate the most exciting decade of the 20th century. It is a blend of fine traditional mechanical watchmaking and evocative 1960s vintage design. The domed, galvanised black dial gives pride of place to the panorama date display with stylised silver Arabic numerals at 3, 6, 9 and 12, complemented by a fine black minute ring. The white gold hour, minute and seconds hands are subtly curved and diamond-cut hour markers enhance the minimalist elegance of the design.

The case-back features a shaped sapphire crystal, providing a clear view of the Calibre 39-47 automatic movement and its oscillating weight in 21ct gold. The stainless steel case is polished and fitted with a black Louisiana alligator leather strap. The Sixties Panorama Date is available with a black galvanised or satin-finished silver dial.

Glashütte Original Phone: 0845 274 4100

SENATOR SIXTIES PANORAMA DATE

IMPACT CHRONO





A very special museum

An outstanding museum opened its doors in the centre of Glashütte in May 2008, thanks to the generous support of Nicolas G Hayek, who was chairman of the Swatch Group (which owns Glashütte Original). It is appropriate that the full name of the foundation that finances the museum is Deutsches Uhrenmuseum Glashütte – Nicolas G Hayek. The entire project was made possible thanks to the support of the Swatch Group – and Mr Hayek, who was its chairman, as well as the Glashütte Original manufactory and the town of Glashütte. There can be few finer, lasting tributes to Nicolas G Hayek, who died in June this year at the age of 82.

The original building of the former German School of Watchmaking, renovated, restored and modernised to a very high standard, is now the home of the museum. Sharing the building is the Watchmaking School “Alfred Helwig” of Glashütte Original, enabling the heritage of the old master watchmakers to live on. Anybody wanting a position in the service centre of the swatch Group in the UK

has to complete an aptitude test in the UK, but anyone who has successfully completed the training course at the Alfred Helwig School of Watchmaking in Glashütte is spared that hurdle. The documentation from the school is readily accepted. The name of the school is important enough to open doors for its students that may remain closed for other applicants.

This outstanding museum has been very thoughtfully conceived and everything is displayed, lit and labelled very clearly, making a visit much more enjoyable and informative than most museums. It has an exhibition space of 1,000 m² and houses more than 400 exhibits on two floors. These can also be enjoyed with the help of multimedia presentations and the collection includes Glashütte pocket watches, wristwatches and pendulum clocks from different periods, as well as marine chronometers and models of escapements, historical certificates and patents, tools and workbenches. Even astronomical models and metronomes are displayed in a very skilful fashion.

The museum not only shows the history of watchmaking, especially in the local area, but it also explains the great discoveries and inventions. In one room, it is possible to discover how precisely the individual parts of a mechanical watch are tuned to each other. The movement of a complicated watch by Glashütte Original can be examined in great detail on a multimedia projection table that gives a rare insight into the individual components and their functions. It is a symbol of the Swatch Group's magnanimity that this museum which it helped to fund is dedicated to showing the history of Glashütte's watch industry without any bias. In a room called “New Beginning”, collections of watches from the companies that now function in the town are on display. A timeline on the wall displays the key dates in German watchmaking, starting with the establishment of watchmaking in Glashütte and running through to 2008, when the museum was opened. But the timeline will not end with the opening of the German Watch Museum Glashütte: the next wall remains empty and white, so that the success story of Glashütte can be continued. There is also space in the room for new developments and for the display cabinets of future watchmakers in the town. It is refreshing to find a museum that is open to future developments.

It is also good to find that this is a living museum. Behind glass walls in one part of the building watchmakers from Glashütte Original can be seen repairing and restoring historical timepieces. It incorporates the past and the present – and still has enough room to accommodate the future.

Although the Swatch Group and Glashütte Original are closely associated with the museum, it is to their credit that it does not favour their products and history over those of other companies in the town. The exhibition's motto is “The Fascination of Time – Bringing Time to Life” and it succeeds remarkably well in living up to it. It illuminates not only the art of watchmaking, but also helps to provide emotional and philosophical access to the phenomenon of time itself. Of particular help are the detailed explanations and historical references notes that accompany many of the exhibits. ■



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Raymond Weil

A LADIES' CHRONOGRAPH THAT'S SET TO DAZZLE

Modern women are reported to be showing more interest in watchmaking techniques and so Raymond Weil has responded by introducing an automatic Freelancer ladies' chronograph that is diamond-set. It demonstrates a harmonious blend of watchmaking skill and original design and is an addition to the company's mechanical Freelancer collection. It displays all the aesthetic and technical qualities for which the Freelancer range is renowned.

Its brushed and polished 42mm stainless steel case and lugs are set with 169 diamonds and a further 66 diamonds are set into the circular polished steel bezel, a total of 235 stones, all chosen for their purity. The dial is a stunning

fuchsia-colour, and the sub-dials are white. This watch is complemented by a matching full-skin crocodile strap with saddle-stitching and a folding clasp with double push-buttons for extra security. The three chronograph sub-dials are a 12-hour counter at 6 o'clock, a 30-minute counter at 12 o'clock and the regular seconds display at 9 o'clock, with the chronograph seconds hand mounted centrally.

The brushed and polished steel case is 42mm in diameter. The sapphire crystal is treated on both sides to prevent glare and the hour and minute hands have luminescent centres and the indexes are also tipped with luminescent material for better visibility in the dark. The chronograph hand is counterbalanced.

The automatic movement provides a power reserve of 46 hours and is decorated with circular graining. The price of this watch, called the Freelancer Pavé, is £7,499 and initially it is only available at Selfridges in London.

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BOSS

SAILING WITH A RECORD BREAKER

Hugo Boss has taken to the water in support of Alex Thomson, one of Britain's most talented sailors in offshore racing. He is the youngest skipper ever to win a round-the-world race and is the current holder of the 60 foot monohull distance record, having covered an astonishing 501 miles in 24 hours. To mark the link between Boss and Thomson, Boss Watches have followed up the successful launch of the Regatta watch last year with the introduction of the Boss HB-229, which was unveiled at an event in a dock at London's Canary Wharf, with David Coulthard on board the yacht acting as the MC for the formal part of the evening.

This new model celebrates their continuous support of Alex Thomson Racing and features an ultra-modern design with a splash of colour – orange. This multi-function design is perhaps the ultimate yachting watch and includes a countdown timer, racing timer and an alarm and has a durable, soft silicon strap. Its stainless steel case is water resistant to 100m and it is being produced in a limited edition of 500 pieces. The price is £475.



Boss HB-229

A NEW DIAMOND LADIES' WATCH, TOO

Boss has also launched a new diamond watch for ladies. It is not the first diamond model from Boss, but the last one was produced about 10 years ago. The case and bracelet are in stainless steel and two rows of diamonds have been set into the stainless steel case on the left and right of the rectangular dial, which is in mother-of-pearl. It has a quartz movement and is water resistant to 30m. The price is £395 on a stainless steel bracelet and £350 on a black leather strap.

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TAG HEUER

celebrating 150 years as pioneers

TAG Heuer is marking its 150th anniversary at a time when its fortunes are going from strength to strength, thanks to ongoing innovation, which has been at the core of the company's activities since the earliest days.

It's not strictly true to that TAG Heuer is 150 years old; it was the original company called just Heuer that was founded in 1860, but Jack Heuer, great-grandson of the founder, is still involved with TAG Heuer and takes a close interest in its activities and especially its new products and its various special projects. The story of Heuer and its successor TAG Heuer is about other people's pursuit of speed and of the need to master time and record the passage of time, right down to tiny fractions of a second.

THROWING AWAY THE KEY

The story began in a farmhouse in St Imier; today TAG Heuer is one of the leading players in the production of prestigious sports watches and chronographs and it is one of the largest and fastest growing luxury Swiss watch brands and has its energy-saving, eco-headquarters in La Chaux-de-Fonds. When Edouard Heuer founded his watchmaking workshop in Saint Imier, in the Swiss Jura mountains, he was just 20 years old. When he began, watches were all wound with a key. In 1869, two years after he moved his workshop to Bienne, Edouard Heuer changed the course of watchmaking history when he patented his new invention, the keyless, crown-operat-

ed winding system. At the 1873 Universal Exhibition, in Vienna, it was a huge success.

As sports competitions became more common on water, grass and cinder running tracks, the need for measuring time accurately became more important. Heuer responded and became one of the first to produce pocket watches in large quantities. In 1887 he patented the oscillating pinion, which is still used today by leading manufacturers in the production of mechanical chronographs. Only this year, this pinion has been used in the important new Calibre 1887, the fourth important calibre that has been developed and produced in-house by TAG Heuer.

Thanks to this breakthrough invention Heuer timepieces became the reference in standard in chronographs and timing instruments for high level sports. At the Universal Exhibition in Paris in 1889, Heuer was awarded a silver medal for its pocket chronograph collection.

PLANNING WITH GREAT FORESIGHT

After Edouard Heuer's death, his sons Jules-Edouard and Charles-Auguste Heuer took over the company. With great foresight they were con-

vinced the company's future would unfold outside Switzerland. During a trip to London they wrote to their mother to say it was useful from time to time to see how things are done elsewhere. Early on they saw an opportunity in sports, where there was a demand for even greater precision in timekeeping. Their Time of Trip was patented in 1911 – it was the first 12-hour dashboard chronograph for cars and aircraft. When the Zeppelin R34 made the first trip over the Atlantic it had a Time of Trip on board.

When increasing precision was in demand at the beginning of the 20th century, Charles-Auguste asked his staff to make a stopwatch capable of timekeeping five to 10 times more accurately than anything that existed at the time. They responded by creating the Micrograph, the Microsplit and the Semikrograph and the Semicrosplit. They were the world's first mechanical chronographs accurate to 1/100th of a second and 1/50th of a second respectively. Their precision made them a natural choice to time the Olympic Games in Antwerp in 1920, Paris in 1924 and Amsterdam in 1928.

In 1933, the company launched the Autavia range (a name derived from AUTomobile and AVIation), the first onboard stopwatch for cars and aircraft. Around this time Heuer's cutting edge chronographs soon appeared on the wrists of famous people around the world, including Harry S Truman, Dwight D Eisenhower, Henry Ford and Prince William of Sweden.

During the 1920s, Heuer turned its attention to the water. Sailing inspired the company to use



EDOUARD HEUER'S WRIST WATCH

TIME OF TRIP

MONACO



EDOUARD HEUER

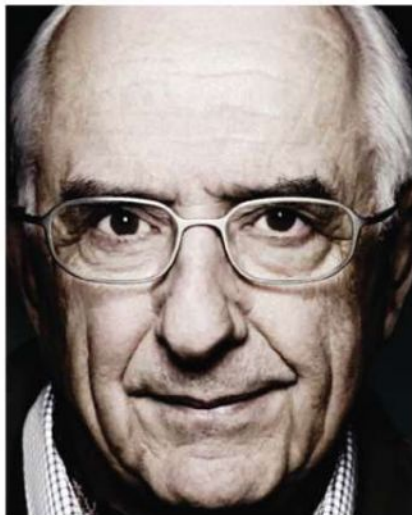
new materials and create new functions – as in 1950, when it unveiled its patented Mareograph, a unique sailing watch derived from the earlier Solunar watch, which let fishermen know when fish were feeding. This new chronograph was the first with a tide indicator and a five-minute countdown for sailing competitions.

Research and innovation accelerated in the 1950s when in 1955 the company unveiled the Twin-Time, a GMT model that displayed two time zones simultaneously and followed this with the Rally-Master, its famous onboard timer.

In the following year, Hubert Heuer and his nephew, Jack Heuer (son of Charles-Edouard) set up Heuer Time Corporation and new subsidiary based in New York. In 1962, American astronaut John Glenn wore a Heuer stopwatch when he piloted the Friendship 7 spacecraft, making Heuer the first Swiss watchmaker in space.

FIRST LINK WITH MOTOR RACING

In 1964 Jack Heuer turned his attention to his passion, motor racing. He launched the Carrera as a tribute to motor racing's most gruelling race. This unconventional design was soon worn by many racing drivers and today it remains one of



JACK HEUER

TAG Heuer's most popular and iconic creations.

A year later, he unveiled the world's first miniaturised electronic timing instrument, which was accurate to 1/100th of a second. It marked the start of the electronic revolution in the watch world – before the first quartz wristwatches reached the market in 1969.

Another year later, Jack Heuer introduced the Microtimer, the world's first miniaturised timing instrument accurate to 1/1000th of a second. Other innovations followed fast – and many of them were associated with sport.

In 1982, the launch of the 2000 series emphasised the sporting spirit of the brand. The R2003 contemporary sports watch became a benchmark thanks to six features – water resistance to 200m, a unidirectional turning bezel, luminescent hands and markers, a screw-down crown with a double gasket for water resistance, a double safety clasp and a scratch resistant sapphire glass.

By 1985 TAG Heuer teamed up with McLaren Mercedes and formed what became one of the longest running and most successful partnerships in Formula 1 history. Soon, TAG Heuer was linked to some of the team's most famous drivers, including Alain Prost and Ayrton Senna.

CONCEPT WATCHES

In recent years, concept watches have gained a lot of publicity and respect for TAG Heuer, starting with the Monaco V4, first shown at Basel World in 2004. A year later, the 360 Concept Chronograph followed, the first mechanical wrist chronograph to measure and display time to 1/100th of a second, thanks to its frequency of 360,000 beats per hour. In 2006 the award-winning Monaco Calibre 360 LS (linear second) concept chronograph followed.

Innovation has always been the name of the game for TAG Heuer – and the Aquaracer Calibre S was another excellent example: its in-house calibre made it possible to measure and display watch, chronograph and regatta functions with the same hands, thanks to its hybrid construction using 230 electromechanical components.

It is impossible here to cover every major development or even all the concept watches produced in the company's long and proud history. It is difficult to exaggerate the importance of the company's passion for innovation and original thinking, as in the V4 and this year the Pendulum Concept, a mechanical watch that uses magnets instead of a balance spring. As a mark of its ecological awareness, TAG Heuer commissioned Tesla Motors to create a specially designed 100% electric car, which is now completing a round-the-world trip and will make an important appearance at Selfridges in London in mid-September.

Now, the company is earning even more respect thanks to its decision to make more and more of its own mechanical movements in-house. We must remember that the DNA of today's TAG Heuer was created in the late 19th century and continues to drive a substantial proportion of the company's investment in the 21st century. It is still obsessed with precision.



MIKROGRAPH



MICROSPPLIT 320



CARRERA 1964

GRAHAM LONDON

The synergy between watches and Formula 1



The link between Formula 1 drivers and fine watches is much more than just sponsorship; for many drivers watches are very much a genuine personal interest, according to Nick Fry, CEO of the Mercedes GP Petronas Formula 1 team.

We spoke to Nick after the launch of Graham's new Mercedes GP Trackmaster at Mercedes World in Weybridge. We asked how the relationship with Graham came about. "Graham approached us," he explained. "They saw first a team that needed help, a team that was very unique and also a team that was also very open-minded. For us, a relationship with a company like Graham is very important, because at that

time we had virtually no sponsorship.

"They were very keen to work with us, which was great from a financial point of view, but it was also great from a confidence-boosting point of view – and they were willing to embrace the Brawn brand, which wasn't anything that we saw lasting for a particularly long time. They were able to come forward with Brawn-branded watches in three months. The team were wearing Graham watches within this time and it helped us to put ourselves on the map. We found that Eric Loth [the founder of Graham] and the rest of the team were very easy to deal with, very responsive to what we wanted and very able to deal in low volumes and to move very quickly.

"The relationship got off to a great start and it has continued as almost more of a friendship ever since. They [Graham] completely embraced the change to Mercedes Benz and today they have come out with some watches that really epitomise the style of Mercedes Benz. They're cleaner, they have a predominantly silver colour, which is the brand colour of Mercedes Benz and I hope we can work together for a long time to come."

We asked Nick Fry about the team's silver colour for its cars – and the new Trackmaster. He explained, "The derivation of the silver colour is very interesting. Originally Mercedes' team colour was white, just post-war. The team manager was dissatisfied with the performance of the cars, because they were too heavy, and so he demanded that the paint be taken off. Literally the mechanics had to rub down the cars overnight to get rid of the white paint and in those days – but not so much today – the paint was very heavy and it was put on in several coats. Taking it off had a material effect. In those days the cars were made from beaten aluminium, so if you took the white off what you found underneath was silver, which is how the famous Silver Arrows name came about.

"What we have tried to do is a nod to history. If you look at our cars today they are painted in a flat silver colour, which is meant to be very similar to the colour they were in those early post-war days. If you look at the front of our car, the carbon fibre is exposed and the whole idea was that if you took the paint off today, you would find carbon fibre – you wouldn't find aluminium.



NICK FRY WEARING HIS PERSONAL GRAHAM TOURBILLOGRAPH

um. What we have tried to do the whole time is respect the history of Mercedes-Benz – and we think that Graham have done that with the watches. We think it's very important to have roots and to know where you have come from and I think that both companies do that very successfully.

"Asked if racing drivers are as keen on watches as we are led to believe, Nick Fry explained, "Right through Formula 1, the people who are involved in the sport love technology and watches are all technology, so people are always interested to know what the latest watch is, what the latest mobile phone is. They like to know about the latest in yacht designs and what's going on in the car industry, obviously, because there are so many crossovers. It's all about attention to detail, about reducing the weight, it's all about new materials and about the highest technology in any discipline, whether it be aerodynamics... The drivers are always comparing what they've got and it's a matter of some pride that your team has good sponsors – not just good from a financial point of view but it's also important that it's stuff that you would like to wear.

"I think we're very lucky across the board in that Graham provide fantastic watches, Rayban provide sensational sunglasses and the technical gear is from a company called Alpinestars, which is very popular. The gear that we all wear at Grand Prix weekends is by Henri Lloyd, which is a big sailing company – so it's technically fantastic gear – and in terms of formal wear we're lucky enough to be supported by Gieves and Hawkes. So our team members are very happy indeed at the moment, because they've got stuff that they would choose to wear – it's not just stuff that has been given to them and is part of the uniform. Given a free choice they would be happy wearing it anyway. That's a great position to be in. I do think that all those industries cross over. People who like watches tend to like fast cars and people who like fast cars tend to like fast boats and so on. We're very lucky and we're all very spoiled. It's boys and girls with very nice toys."

Asked to what extent the interest of racing drivers genuine, and how much is it driven by commercial sponsorship, Nick Fry replied, "It's very much a genuine personal interest, because the amount of money that actually comes from watch companies to drivers in the scheme of things is relatively limited. I don't mean that it's a low price; I mean that these are drivers who in some cases are earning potentially tens of millions a year. They can afford any watch or pair of sunglasses they like and they wear what they want to wear. The watch companies all have different strategies. There are those like Richard Mille that want to support a driver and others because of their brand positioning who want to support a team. Graham are a good example of that and TW Steel, who support Renault, are another good example, as are TAG Heuer, who support McLaren.

"It's a matter of the brand's strategy as to how they want to play it: Audemars Piguet have three F1 drivers who are brand ambassadors, but they

don't sponsor an individual team or driver. Graham take the side of the team and events; other watch companies clearly stress the individuals. I think there are pros and cons. The potential weakness of sponsoring an individual is that that individual has a finite life in sport – Tiger Woods being the most famous example. Individuals can go off the rails. If you're supporting a team and a company, that is much less likely. It is inherent in the brand strategy as to how they want to approach this."

Would the Mercedes GP team allow one of its drivers to wear a watch during a Formula 1 race if he wanted to? "We would, if they wanted to," Nick Fry explained. "But the problem in the cockpit is that they're not going to look at it and it's quite a tight space, so they're banging against things. What tends to happen with all the drivers – and Rubens is a good example, he drove for us for the last couple of years – is that the watch would go on when he got out of the car or when he went to the podium. They tend not to wear them during a race – and why would you unless the manufacturer particularly wanted that. We also want them to weigh as little as possible. A watch doesn't weigh much, but every bit helps."

Now that Nick Fry has visited a watch factory, we

wondered if he could envisage the day when there may be some cross over of technology. He replied, "In our case with Graham there already has been, in that Graham made a series of watches at the end of last year that incorporated bits of our carbon fibre engine cover. I think there are a number of similarities in the machining techniques and the materials we use. Customers tend to like that crossover. If they are enthusiastic about a particular Formula 1 team, it is rather nice to have a bit of the car, in the same way that all bits of the car are prized by fans. They like to have part of a gearbox as a paperweight, for example, instead of something brand new and shiny.

"I had my first experience of the watch industry with Gino Macaluso at Girard-Perregaux when I was rallying eight or nine years ago. His sons were participating at that time and I met him during the Monte Carlo Rally. I think it exhibits that the two disciplines share a common passion, engineering expertise, and there are a number of watch companies and racing teams in each other's pockets, as it were, which is nice. It's good having a joint interest and a fine watch is something that people inside Formula 1 can appreciate and vice-versa, so we tend to have a lot in common."

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ROSS BRAWN, TEAM PRINCIPAL, WEARING HIS GRAHAM TOURBILLONOGRAPH AT THE BAHRAIN GRAND PRIX

A chronograph tribute to MERCEDES GP

Graham London has launched a new model called the Mercedes GP Trackmaster as a tribute to the Mercedes GP Petronas Formula 1 team that the company sponsors. It was unveiled at a press event next to the Mercedes World centre near Weybridge in July, in the presence of Nick Fry, CEO of Mercedes GP.

The new watch is an automatic chronograph with a 47mm case that is water resistant to 100 metres. It has start/stop and reset buttons on the right of the case, a central chronograph seconds hand, a 30-minutes counter at 3 o'clock and 60-seconds counter at 9 o'clock. The automatic bi-compax movement is calibre G1734, with a frequency of 28,800vph and a power reserve of 50-hours.

Clous de Paris decoration is used on the steel bezel. A choice of two dials is available, black carbon or silver. The black, silver and green colours relate to the official Mercedes GP Petronas logo colours. The black "snail" minutes counter has a silver rim and silver arrows for the minute scale. The black snail seconds counter has an internal Mercedes GP Petronas green rim and an external silver rim. The Mercedes GP logo is featured at 5 o'clock.

The domed sapphire crystal has anti-reflective coatings on both sides and the see-through sapphire crystal case-back is printed with the Mercedes GP Petronas Formula 1 team logo and is secured by six screws. The integrated strap is in black tyre tread rubber and has a pin buckle.

The price is £4,500.

www.graham-london.com

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Bremont, the British brand that is made in its Swiss workshops, has been taking the USA by storm this year. Nick English, one of the two brothers who founded the brand, spent five months living on the West Coast with his family and has recently returned to the UK. He explains, "The time was used to continue the growth of the US retailer base, and also to service the increasing demand from US Air Force squadrons that want a bespoke Bremont timepiece, like the U2 Spy-plane squadron at Beale, CA, and the US Navy Test Pilot School in Virginia.

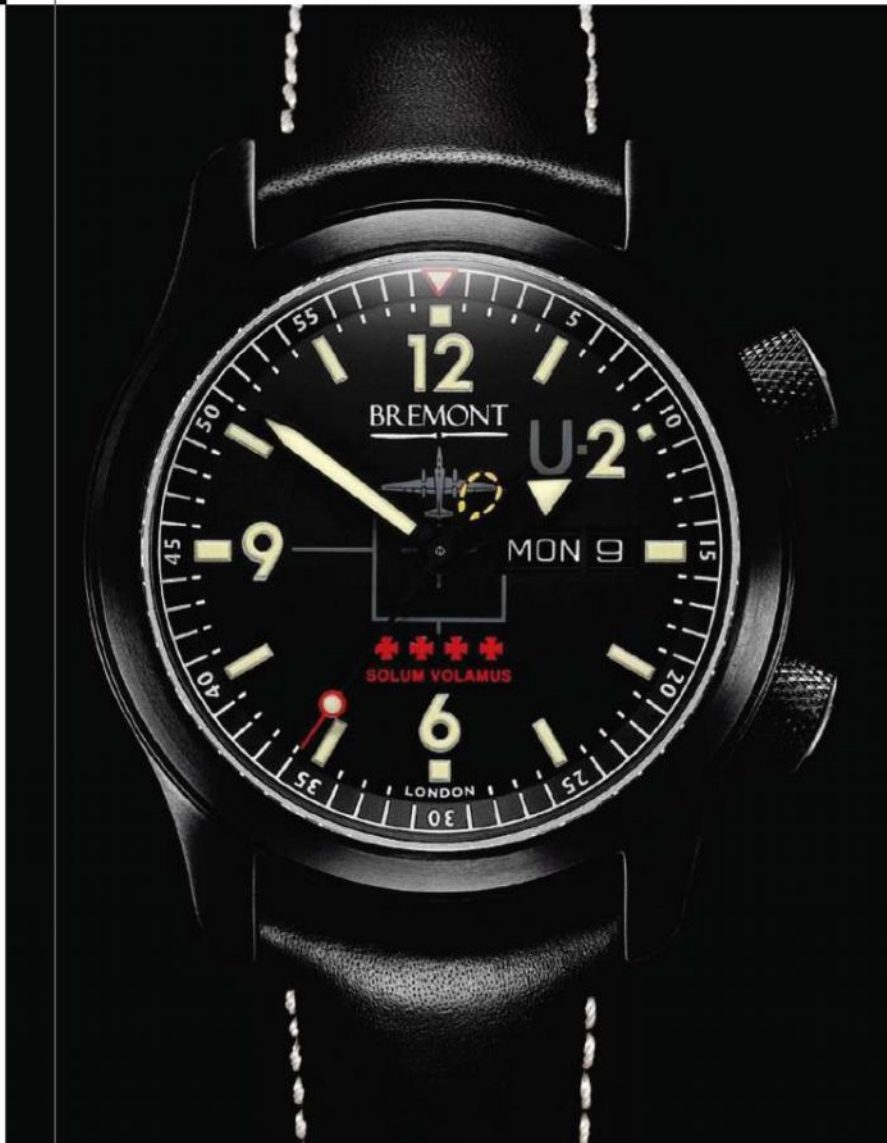
"The increased awareness of Bremont in the US has also been fuelled by a few interesting people out there wearing them, which is very flattering indeed. My brother Giles and I will continue to spend many hours travelling around the world helping, or hopefully helping, to spread the Bremont word. What we have realised is that to be a successful watch brand these days, you really do need to be 'global' in outlook, as watch buyers themselves travel more frequently for holidays and work and expect to see your brand at these destinations.

"I think with any relatively 'young' brand like Bremont, no matter how you look at it, it is always a complete honour to be the chosen timepiece for respected people in the public eye. As a brand we have always focused on real people doing some quite extraordinary things – like Charley Boorman or the mountaineer Jake Meyer, the polar explorer Ben Saunders, or free-diver Sara Campbell.

"What is nice is when you get celebrities who share similar passions and active past-times also wearing the brand. Tom Cruise, Ewan McGregor, Orlando Bloom, Bear Grylls and Eric Bana are all great informal 'ambassadors' for Bremont. This is definitely an appreciation of mechanical things going on here – whether it be vintage aircraft, bikes or watches."

In the USA, one celebrity who has been wearing a Bremont is Tom Cruise – and that must be good for building awareness of the brand.

www.bremont.com Phone: 0845 094 0690



RECORD BREAKER'S WATCH SOLD WELL AT AUCTION

An auction of Fine Watches and Wristwatches sale at Bonhams in New Bond Street in June attracted strong bidding in a sale that achieved a total of £1,143,300, with 86% of lots sold, thanks to competitive bidding in the saleroom and by telephone.

One of the most interesting lots was a Rolex wristwatch worn by water speed record breaker Norman Hughes Buckley (1908-1974) during his record-breaking attempts and it attracted strong bidding. Buckley was a close personal friend of Donald Campbell and the official timekeeper for Campbell's fatal attempt on the water speed record in 1967. Buckley broke several water speed records in his life, including the flying kilometre at 120.63mph during the 1960s in Miss Windermere IV. His watch sold for £48,000 against estimates of £25,000-£35,000.

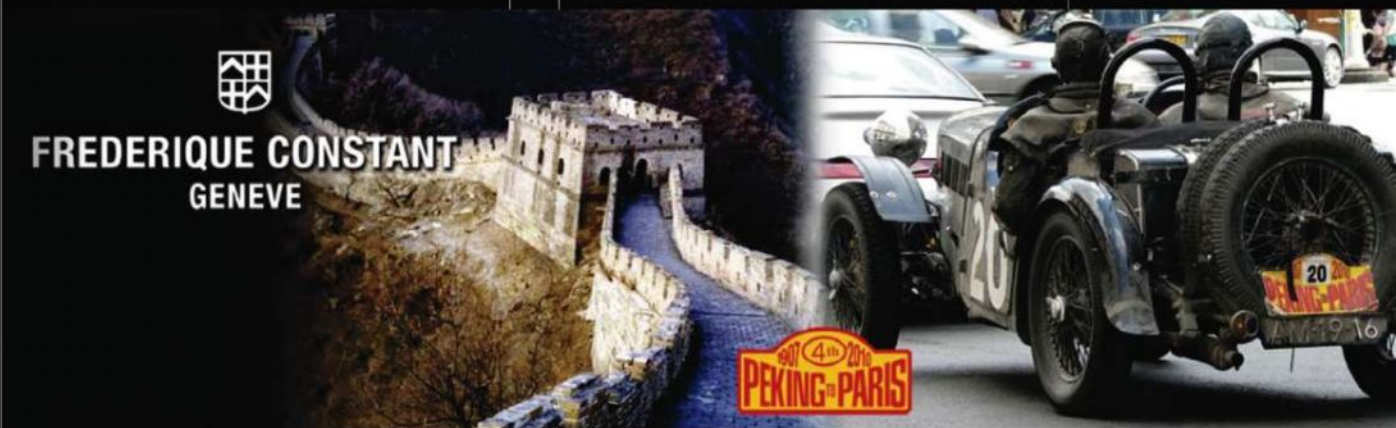
The top price at the auction was paid for a rare Patek Philippe 18ct gold chronograph wristwatch, which fetched £50,400, beating the estimate of £35,000-£45,000.

Another best-selling lot was an A Lange & Söhne calendar chronograph wristwatch which was knocked down for £45,600, against an estimate of £35,000-£40,000.

Two versions of a Rolex Military Issue Submariner, made in 1972 and issued in 1975 and 1976 respectively eventually sold for £38,400 and £34,800.

Paul Causley, director of Bonhams' watch department said afterwards, "The auction result was fantastic. The Buckley chronograph, in particular, shows that Rolex chronographs in exceptional condition and with amazing provenance are highly sought after in today's market".






FREDERIQUE CONSTANT
GENEVE

FRÉDÉRIQUE CONSTANT TO TIME LEGENDARY RALLY

Frédérique Constant has been named as the Official Timekeeper of the legendary Peking to Paris Motor Challenge, which takes place from September 10 until October 16. The watch company will be the one and only sponsor.

The first of these historic and prestigious events took place in 1907. The route from Peking includes the Great Wall of China, Inner Mongolia, the Gobi Desert, Outer Mongolia, Ulaan Baatar, Kazakhstan, Tashkent, Uzbekistan, Samarkand, Turkmenistan, Iran, Tabriz, Turkey, Istanbul, Greece, Italy and then through France to Paris. For those studying the three-volume route book and looking at their maps, the organisers have produced a Google map based on data recorded during the many thousand miles of route survey miles driven during the last three years.

The 1907 challenge became an epic challenge between a prince and a pauper. Prince Borghese had the best-funded entry and carefully researched the conditions before setting out on the journey on which the first 5,000 miles had no roads at all. His chief rival was a fair-ground worker who, until he read the news in a Paris paper which he found blowing in the wind, had never even sat in a car and had no idea how to drive one.

Five cars set out from Peking and four of them made it to Paris. They left Peking with no passports, because the Chinese suspected they were spies and confiscated their passports. The second Peking to Paris event was not held

until the summer of 1997, when the Endurance Rally Association staged the first ever rally for classic and vintage cars to cross China, the first ever rally to cross Tibet and even opened up the border between Tibet and Nepal, which had been closed for 40 years.

Frédérique Constant will have its logo on all 120+ participating classic cars and will be present at the start at the Great Wall in Beijing and at the finish on the Place Vendôme in Paris. The company also plans to host cocktails at some of the important stops. The winning equippes will be presented a Frédérique Constant timepiece. This event marks a new and logical chapter in the company's history of involvement with classic car events around the world.

During this gruelling event, the participants will cover 14,500 km in approximately five weeks, driving cars built between the 1920s and 1960s, including rare Rolls-Royces, Bentleys, Lancias, Porsches, Aston Martins, MGs, Alfa Romeos and other outstanding cars.

David and Liz Wenman, an English couple, are taking part in the adventure as their honeymoon. They will be driving a large red wooden La France that started its life as a fire engine and is affectionately known as Big Red. They will be raising money for Smile Train, a charity that focuses on a single problem: cleft lip and palate, a major problem in developing countries.

The event will be televised in numerous countries around the world, giving valuable publicity to Frédérique Constant.

THE FAST AND THE CLEVER

Hublot knows how to get in front of the cameras and this time the cameras were in for speedy coverage.



In July Usain Bolt, the world's fastest man, raised \$100,000 for the Usain Bolt Foundation when he took part in a charity race organised by Hublot on a specially constructed track in front of the Hublot manufacture.

He was racing against 10 young athletes from the region and their aim was to reach the finishing line before Bolt. Hublot had agreed to pay US\$10,000 for every child who crossed the finishing line before the "Lightning Bolt". When the starting pistol went off, Usain bolt shot forward, giving the amazed staff from the factory and members of the public a demonstration of his amazing ability. During the race he encouraged the children and they all finished before him.

Usain Bolt is an ambassador for Hublot and during his visit to the headquarters in Nyon he took the opportunity to visit the company's workshops. A cheque for US\$100,000 was handed over to his foundation, which supports a number of projects in Jamaica, focusing on education, health and development and contributes to the work of "United Way of Jamaica".

Dartfish also contributed to the event by allowing those who wished to practice their start and compare themselves "virtually" with Usain Bolt, thanks to software that superimposes filmed images. This system is used by Usain Bolt in his training sessions and was made available to the public for the first time during the event in Nyon.

After this fund raising event, the champion then spent a working session with Jean-Claude Biver, Hublot's CEO, and the company's Products Department, with the aim of developing the "Usain Bolt" watch, which Hublot is now creating. This was one of Bolt's last runs this season: around two weeks later he suffered a lower back injury and has cancelled his remaining on-track activities for this season.

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COLLECTORS ACKNOWLEDGE **CHOPARD'S** EXCELLENCE



CEO OF CHOPARD, KARL F. SCHEUFELE RECEIVES AN AWARD FROM DR MELVYN TEILLOL-FOO, CEO OF PURISTSPRO

When one of the world's most respected independent groups of collectors and aficionados awards a Purity prize, you can be sure that it has deliberated long and hard before making the award. Earlier this year Karl-Friedrich Scheufele, co-president of Chopard, received just such a prestigious award from the The PuristS, the most recognised worldwide association of private watch collectors and specialists. The Purity Award was presented to him and his team for the exceptional work accomplished by the manufacture since its establishment in 1996 and for the perfection displayed in creating its timepieces.

It was the first time since its founding in 1999 that the PuristS collectors' group had chosen to award an exceptional prize honouring "the pursuit of perfection in an imperfect world". It was presented to Mr Scheufele in Geneva by Dr Melvyn Teillol-Foo, the CEO of PuristSPro.

The award is a tribute to the five proprietary movements developed by Chopard Manufacture within 10 years. It is worth remembering that in December last year, the L.U.C Tourbillon Steel Wings model won third prize in the Chronometrie 2009 International Timing Contest, in which at least a dozen prestigious watch manufacturers were competing. The competition is only open to mechanical timepieces and highlights scientific and technical expertise, as well as horological innovation, while using modern techniques to test the precision of watches, as well as their resistance to magnetic fields and impacts.

Competition entries were divided into two categories, Individuals, encompassing independent watchmakers,

and Brands and Movement Manufacturers, the category in which Chopard was competing. The watches in the competition were subjected to three timing trials corresponding to the requirements of ISO 3159, as well as tests of their resistance to shocks and magnetic fields.

The L.U.C Tourbillon Steel Wings model, equipped with L.U.C Calibre 4TT, with 9-days power reserve, achieved a remarkable 906 points out of 1,000, just three less than the competition winner.

Mr Scheufele is particularly pleased to have been presented with the Purity Award by the PuristSPro. He said, "I am indeed pleased with this result. It positions our L.U.C watches firmly among the exclusive circle of manufacturers capable of making high precision movements and also underlines our tireless quest for perfection and innovation as we celebrate our 150th anniversary.

Mr Teillol-Foo explained that the PuristSPro Purity Prize may emerge sporadically or not at all. "It is not about the most complicated whizz-bang novelties, although a bit of haute horlogerie helps. It is about watchmakers and products that embody the PuristS spirit. It is not necessarily tied to one product or act; it took the 'Wise Judges' five years to finally award the first PPP to Mr Karl-Friedrich Scheufele and Chopard L.U.C Manufacture for more than 10 years of PuristS endeavour." He added that the Lunar One watch was the ultimate reason for the award.

www.watchprosite.com www.chopard.com





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BULOVA OPENS IN THE UK – AND THE ACCUTRON IS BACK

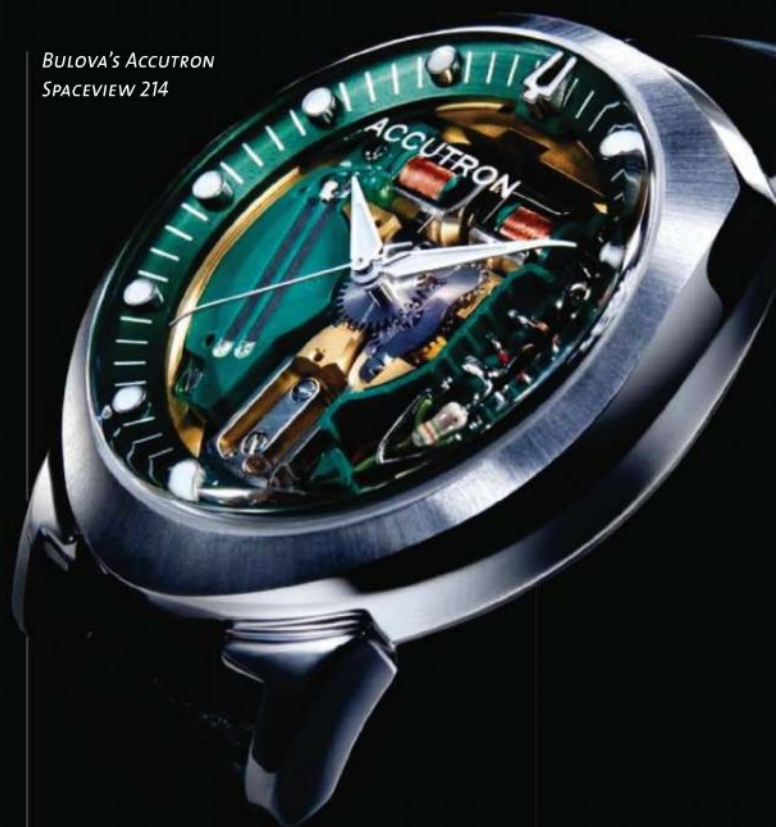
A brand that is very familiar to many watch aficionados is Bulova and now it has opened its own fully-owned subsidiary in the UK. The launch in the UK coincides with the 50th anniversary of the legendary Accutron, which provided the most precise timekeeping in a wristwatch until quartz watches were launched at the end of 1969.

To celebrate the 50th anniversary of the Accutron, a new tuning fork model has been announced, but it will only be produced in a limited edition of 1,000 pieces.

The original Accutron was the world's first electronic watch without springs or an escapement and it was the most accurate wristwatch then available. The tiny tuning fork was activated electronically and instead of ticking, the watch hummed with a constant note of F Sharp. Overnight, this new technology gave Bulova a reputation for innovative technology and even today there is strong interest among collectors in the original Accutron. It changed the way the world told time by offering the most accurate timekeeping ever devised for a wristwatch.

The special anniversary model of the original Accutron recreates the original landmark technology, with the modern three-pronged twist. Each hand-made replica will be presented in a specially designed wood and glass display case. Each watch will have a stainless steel case with a curved sapphire crystal glass and an alligator strap. Every watch will be engraved with its limited edition number and a matching number will be engraved on the official plaque on the case. The original Spaceview with its see-through dial was designed not as a commercial watch but as a selling aid for Bulova retailers. The technology was incorporated into the design to enable retailers and potential customers see the unconventional tuning fork technology. Requests soon poured in for the company to make the design available to

BULOVA'S ACCUTRON
SPACEVIEW 214



consumers. The significance of the name Spaceview is apparent from the fact that the Bulova Accutron played an integral role in 46 missions of the US space programme. Before the technology was available commercially, NASA requested its use in equipment it was developing for the first moon landing. The technology played a key role in missions leading up to the first manned lunar landing. Neil Armstrong and Buzz Aldrin placed an Accutron timer in the moon's Sea of Tranquility to control transmission of data to earth. The Accutron's tuning fork logo became a symbol of accuracy and was later adopted as Bulova's corporate logo. Bulova was founded in 1875 and after changing hands a number of times it is now an independent subsidiary of Citizen Watch Corporation of Japan, with offices in New York, Switzerland, Great Britain, Canada, Mexico and the Far East. In addition to the Precisionist, Bulova offers a range of wristwatches for men and women, some equipped with Swiss mechanical movements and others fitted with quartz movements. Some of the chronographs use ETA 7750 Valjoux movements.

The Bulova and Swiss-made Bulova Accutron brands each have clearly distinguished identities. The company has also unveiled the Bulova Adventurer collection, featuring Swiss designs inspired by the corporate archives popular with adventurers and explorers in the early 20th century.

www.bulova.com Phone: 01923 226936, extension 5109.



THE ORIGINAL BULOVA ACCUTRON

HERMÈS goes square

WITH ROUNDED CORNERS

Hermès has just announced a striking new watch called the Carré H, which marks a radical departure for the company in terms of design and materials. The micro-bead blasted square titanium case with rounded corners is very distinctive and could mark this model out as a future classic from Hermès – except that it is a limited edition of only 173 pieces.

Its movement is made not by Vaucher, in which Hermès has a 25% stake, but by Sowind, the parent company of Girard-Perregaux.

Hermès is a company that is proud of having a long-term vision, one that does not believe in revolution, so this watch comes as something of a surprise, a pleasant surprise. The concept of this watch was born when designer and architect Marc Berthier and Pierre-Alexis Dumas, artistic director of Hermès, met and mingled: both were devotees of the finer things in life. Marc Berthier explains that a few years ago, Jean-Louis Dumas, then the head of Hermès, asked him to think what a timepiece for a travelling dandy might look like.

Berthier showed him a few sketches that were very structured and not showy. The Carré H is an extremely contemporary design that Berthier conceived before today's "nomadic objects" such as cell-phones and laptops came along. Pierre-Alexis Dumas admits that they were tucked in the back of a drawer until four years ago. "I was checking Marc Berthier's file and was immediately struck by his sketch of a square shape. The square is strongly present in other Hermès crafts such as silk scarves, but not frequently used in watchmaking."

The two men started working together, with help from Philippe Delhotol, director of creation and development at La Montre Hermès. The result was a square watch with rounded corners and an upper watch glass that is curved, like the dial below it. Dumas explains, "The counter-curve on the wrist makes it extremely light to wear and eliminates any stiffness."

The hour markers are baton-shaped, "because it's all about balance". The watch is pared down and the hands are exactly the same width as the hour markers and are lined up in such a way as to extend them.

Dumas believes that the beautiful thing about this watch is the way the squares are nested within the

overall square. He says, "This design is resolutely dynamic and reveals a diagonal line composed of a small seconds dial, a medium-sized dial for the hands and a large dial for the hour marker." Berthier adds, "It's a genuine architect's watch."

Asked how the case size was decided, Berthier says, "According to several criteria. First of all, we wanted to be able to derive a smaller feminine model from it one day. Secondly, for a man's watch, a 36.5 x 36.5mm size provides us with space to accommodate a high quality mechanism." It uses an automatic GP 3200 calibre, made by Sowind. The oscillating weight, as well as the bridges with their hand-polished bevels, is decorated with a sprinkling of "Hs".

Viewed from the top, the Carré H is elegant and extremely restrained, but does not show off its technology, but this can be admired through the sapphire case-back.

Titanium was chosen for the case because it is very light and rugged. Its microbead blasted surface treatment lends "a surprisingly soft touch and a discreetly sensual aura." The edge of the upper part of the case has been meticulously polished with wax at Hermès. This expresses the link between metal and leather – the house signature of Hermès. The microbead blasting produces a natural colour that is warm grey. In contrast, the crown is in polished titanium Marc Berthier originally designed the watch in black titanium, but he admits, "This anthracite tone is a Hermès suggestion that I find very interesting."

The strap is in black Barenia calfskin, a leather with a slightly oily, velvety touch that acquires a wonderful patina over time. The strap is saddle-stitched and neither flared nor tapered and even the pin-buckle is in micro-bead blasted titanium. It is attached to the watch case using loops, rather than the more common lugs, in keeping with the distinctive Hermès stirrup theme.

Why are there 173 pieces in this limited edition? Because this represents one for each year of Hermès' existence. The price is £10,000.

Phone: 020 7499 8856



ORIS

NOW HAS AN ALL-TERRAIN WATCH

Oris has been extending its horizons recently has introduced two new watches that are associated with unusual projects.

ORIS RAID LIMITED EDITION





ORIS COL MOSCHIN LIMITED EDITION



During their training missions, members of the Colonel Moschin Italian Special Forces unit have tested a new tool: the Oris Col Moschin Limited Edition. This regiment is one of the very few special forces units that operates in the sea, on the land and in the air and this makes Col Moschin one of the world's toughest regiments.

The design of the Col Moschin Limited Edition watch is based on the innovative Oris ProDiver and it has accompanied these elite troops on 9,000m parachute jumps and sea dives to depths of more than 40m. It has also been tested during gruelling training hikes and missions through inhospitable terrain and it has survived every challenge it has faced.

This special watch was created with the help of commandos from the regiment who tested the watch during their training. The antimagnetic properties of all Oris watches make them highly resistant to electromagnetic fields. They conform to the international standards of ISO 764 and its DIN equivalent, 8309. The metal case of the watch acts like a protective cage to ensure the movement is not affected by magnetic fields and ensure that it remains accurate during flights. The patented Oris-developed Rotation Safety System is an additional safety feature when it is used underwater.

The sturdy titanium case, with its tungsten top ring and crown protection system, also make it an awesome timepiece for use on land. Tungsten was chosen for the top ring for durability and for its ability to withstand extreme temperatures – because members of the regiment work not only in very hot desert regions, but also in extremely cold mountain areas. It is no surprise that members of the Col Moschin Regiment also tested the watches at very low temperatures during a series of Alpine treks. Tungsten also provides a non-reflecting matt finish. The lightweight titanium case is coated with gunmetal grey DLC so that this watch will not reveal the wearer's location, because it has no shiny parts.

The red, white and green details on the power reserve display ensure that anybody wearing this watch will stand out from the crowd and the colours also accentuate the link between Oris and the Italian Special Forces. The solid construction of this watch, which has a screwed back, provides water resistance to a depth of 1,000m – enough for any commando.

The Col Moschin Limited Edition has a 49mm case and so it is easy to handle and manipulate, even when wearing thick gloves. It is equipped with an automatic movement with a power reserve indicator, central hour, minute and seconds hands and a date window at 3 o'clock. The domed sapphire glass is treated on the dial side with an anti-reflective coating and the black dial has applied indices filled with Superluminova BG W9. The hands also have a Superluminova inlay. The rubber strap has an adjustable and extendable gunmetal DLC clasp so that the watch is comfortable to wear and can be adjusted to fit over gloves or a wetsuit.

A replica of the Col Moschin crest is fitted to the heavy-duty waterproof Professional diver's case and the official logo of the Col Moschin regiment, featuring a Roman sword design, is featured on the case-back. By working closely with experts from the regiment, the designers at Oris were determined to create the ultimate all-terrain watch – and it seems that they succeeded. Only 2,000 pieces will be made of this interesting edition.

TIMEKEEPING FOR A CLASSIC CAR RALLY

The other new limited edition from Oris concentrates on a four-wheeled sport – rallying. Oris is the new timekeeper and Official Watch Partner of the RAID classic car rally, which took place in August. To mark the 20th RAID Suisse-Paris event, Oris has created a limited edition chronograph with a dial inspired by a Jaguar car. French car manufacturers originally devised RAID as a quality test in Africa. Since 1991 it has been staged in Switzerland and France as a classic car rally whose competitors cover 1,000km on country roads, driving cars that were built before 1975.

A 1952 Jaguar XK120 won the rally in 2009 and its rev counter provided the inspiration for the dial of the RAID chronograph. The hour and minute counters have a distinctive red zone that reflects the red danger zone of the car's rev counter.

The Oris RAID chronograph has been designed to match the rugged challenges of the rally, which is one of Europe's biggest classic rallies. It matches the beauty and craftsmanship of the classic cars that participate and is being produced in a limited edition of only 500 pieces.

The 43.5mm stainless steel case is fitted with a stainless steel crown and pushers and is water resistant to 30m. The case-back is engraved with the RAID logo and the limited edition number. This watch is available with a black calfskin strap with a crocodile imprint or with a multi-piece stainless steel bracelet with a stainless steel folding clasp. The domed sapphire glass has an anti-reflective coating on the dial side. The automatic chronograph movement has central hour, minute and stop-seconds display and off-centre counters for chronograph hours and minutes, as well as a small seconds chronograph hand. The date display is between 4 and 5 o'clock on the dial.

The Oris RAID Chronograph Limited Edition is supplied in a luxury wooden box and comes with a certificate.

www.oris.ch Phone: 01204 546625

FROM ROUGH GOLD NUGGET

Watch manufacturers love gold

Not everything that glisters is gold, but a lot of what glitters is gold. Gold is a precious metal, which means it does not rust and does not otherwise, or barely has, any chemical reactions. It is this characteristic that makes gold so attractive: gold remains golden, while silver goes black and copper turns green. It is not surprising, therefore, that the watch industry enjoys working with gold.



Gold is not only a precious metal, it is also an element. The chemical symbol for gold is Au, derived from the Latin "aurum", which means "light" or "shine". In the Periodic Table of the Elements, gold can be found with atomic number 79 in Group 1B, together with copper and silver (and not together, therefore, with other precious metals like platinum or palladium).

The atomic nucleus of gold consists of 79 protons and 118 neutrons and is stable. In addition, 17 other Au isotopes have been created artificially,



TO BEAUTIFUL CASE

with other numbers of neutrons in the nucleus. All of these are unstable, the main one being Au 198, which has a half-life of 2.7 days and is used in medical circles for radiotherapy.

The atomic weight of gold is 196.9665, its melting point is 1064.43° and its boiling point 2807°. Its specific gravity is 19.32 (at 20°), which is high, because for iron it is 7.87 and at 11.35 even heavy lead is a lot lighter than gold. Gold is not completely chemically inert, because it will dissolve in a 1:3 mixture of nitric acid and hydrochloric acid (a mixture that is also called "aqua regia" or "king's water" and in which gold dissolves as gold chloride). With some metals gold will form alloys called amalgams; amalgam was used in the past for dental fillings.

PREVENTION

Gold is a "mineral resource" that is often found in areas with a volcanic history. It occurs as a free metal (nearly always together with pyrites – "fool's gold" – or quartz, but also as telluride (an alloy with telluride). Gold nuggets in the ground cannot be overlooked. We all know the historic images of gold prospectors attempting to separate the heavy gold from sand or ground ore by panning in running water. The remaining lumps of gold are called nuggets. Shiny gold is almost certainly the first metal people got to

know. For example, gold jewellery from the Stone Age still survives, while the first gold coins were in circulation as early as the seventh century BC. Gold even occurs in sea water: 0.1 to 2 mg per tonne, but so far no cost-effective way of extracting this gold has been found. Gold is mined in underground mines on an industrial scale. There are different ways of extracting gold from ore, by smelting and by chemical means (using cyanidation or amalgamation, historically notoriously dirty processes). In a final purification step, which can also be done electrolytically, gold is purified to 99.999+%, better known as 24 carats. It is poured into the shape of bars: bullion bars.

PRODUCTION AND ECONOMY

For more than 100 years South Africa was the main producer of gold, but in 2007 it was overtaken by China, among other reasons because the South African mines are slowly being exhausted. In 2007 South Africa produced 272 tonnes of gold and China 276 tonnes; a year later that amount had increased to 282 tonnes. On a global scale 2,440 tonnes of gold were extracted in 2007; in 2001 this was still 2,645 tonnes.

India is the main consumer of gold, followed by China, the countries where wealthy individuals like to buy gold jewellery. The Middle East comes third, the USA is in fourth place and – surprisingly – Turkey is in fifth place.

Gold is expensive: at the beginning of August, the price of a "troy ounce" (31.11 grams, a common measure) was around £750, which amounts to a kilo price of around £24,100. That is surprisingly high for a metal that is really only used for coins and jewellery and has hardly any other practical applications. The price has everything to do with the image of gold, its wonderful warm yellow that is never likely to change. This stability is also the reason why gold used to be the standard for money throughout the world and still fulfils that role in many countries. From 1934 to 1972 the gold price was legally set by the USA at 35 US dollars per troy ounce (in this period Americans were not allowed to own gold except in the form of jewellery or coins). This fixed price formed the basis for the world trade in gold and was backed by the American gold reserves in Fort Knox.

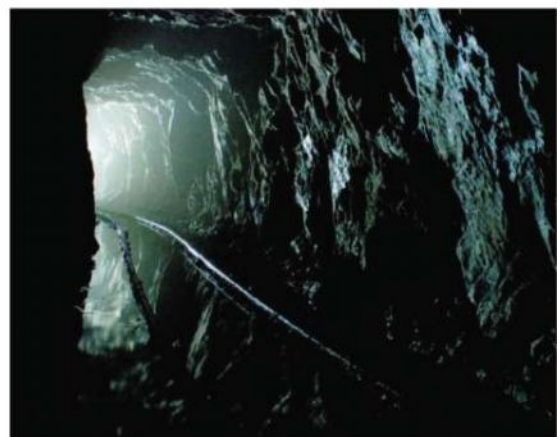
In uncertain times (economically or under threat of war) people tend to abandon shares and savings and return to gold. This leads to enormous price fluctuations, for example from \$278.57 per troy ounce in 1999 to \$871.96 in 2008. However, this price increase does incorporate the considerable reduction in the value of the dollar. In September 2009 the price broke the \$1,000 barrier.

RESERVES

After abandoning the gold standard many countries as well as the International Monetary Fund (IMF) started a controlled sale of part of their gold reserves. The biggest gold reserves are still found in the USA (8,134 tonnes) and Germany comes second with 3,413 tonnes. The Chinese government is a major gold buyer (112 tonnes in 2000) and has nearly doubled the Chinese gold reserves since 2003, without a doubt a form of criticism of the American attitude to the dollar. When Gordon Brown was Chancellor of the Exchequer he sold 395 tonnes of gold for around £3.5 billion – at prices between \$256 and \$296 an ounce. By June this year, the UK's gold holdings only ranked 17th in the world at 310.3 tonnes. The IMF has an official reserve of 3,217 tonnes of gold, but at the end of 2009 it announced it would be selling 400 tonnes in order to be able to support Third World countries. In order to prevent these kinds of announcements resulting in major decreases in the price of gold the European central banks have signed the Central Bank Agreement, which stipulates that no more than 400 tonnes can be sold annually, with a maximum of 2,000 tonnes in five years.

GOLD AS A METAL

Pure gold is soft (hardness 2.5-3 on the Mohs scale; iron has a hardness of 4-5, for example, while diamond is the hardest substance at 10) and gold, therefore, can easily be drawn into thin threads or pressed into sheets. A sheet of gold can be made so thin that under certain circumstances it will become translucent. Pure gold is much too soft for most applications and it is mixed with other metals into harder alloys like 18ct (i.e. 75% gold – 18 parts of gold out of 24), 14 or even 9 carat gold. In the Netherlands gold can be called gold down to 14 carats; 9 carat gold is legally called gold in England, but not in many other countries. At 22 carats gold can still be used >>





PATEK PHILIPPE REF. 5153

for jewellery. In most cases 5% silver, 2% copper and just over 1% zinc will have been added. Combining gold with other metals changes the colour, so that in addition to yellow gold there is also white, red, green, grey and blue gold. An alloy of gold with a little silver remains yellow, although the warmth of 24-carat gold disappears. With 25% silver added the colour changes to a soft green. There are also other ways of making various shades of green gold. Twenty percent silver and 5% copper will give a real green, 23%

copper and 2% cadmium will make light green (the use of cadmium is extremely limited these days). Silver (15%), copper (6%) and cadmium (4%) gives a deep green colour. Green gold that not only contains copper, palladium and silver but also chromium is the hardest form of 18-carat gold. Some manufacturers such as Patek Philippe, Longines and Elgin have made cases of this gold, but the chances of a chromium allergy are an inhibiting factor.

Blue gold gets its colour from the addition of iron; with iron and some copper the colour becomes grey.

White gold, which is so popular these days (for watch cases it is an alternative to the more expensive platinum and the cheaper steel), consists of gold that has been mixed with nickel, zinc, tin, manganese or even platinum. Because nickel can cause allergic reactions these days 25% platinum or even palladium tends to be used (sometimes less with a little nickel and zinc added). The white gold used by Rolex contains 15% palladium which explains why this alloy is more expensive than pure gold.

Red or rose gold gets its warm colour from the addition of copper. The more copper, the deeper the colour: with 25% copper the colour is a true red, with 20% copper and 5% silver it will be rose. One problem with these alloys is that chlorine (as used in swimming pools) can dissolve copper from the alloy. Rolex has discovered they can prevent this by not using 25% copper, but 22% copper and 2% platinum: Rolex has named this alloy Everose.

There is even purple gold, thanks to the addition of 20% aluminium.

The addition of non-precious metals such as copper, iron or zinc makes the gold alloy more

sensitive to corrosion. In the aforementioned Rolex Everose alloy this is prevented by using platinum. Sometimes the gold is also protected by a very thin layer of rhodium, which is a precious metal like gold but much harder (and more expensive).

WATCH CASES

Some watch brands make their own watch cases, but many more outsource this work to external suppliers; in Switzerland there is a choice of around 50 companies specialising in watch cases, most of which are unknown to the outside world. Only a few of them have more than 150 employees, but nearly all are members of the Union Suisse pour l'Habillage de la Montre (USH). Ten of these companies are responsible for 90% of Swiss independent watch case production. Watch companies that produce their own cases often make cases for other brands too; it's a way to make maximum use of their expensive production equipment.

For example, Les Artisans Boitiers (LAB) in La Chaux-de-Fonds, which came into the hands of the Fondation de la Famille Sandoz (the financial power behind Parmigiani Fleurier and Vaucher Manufacture Fleurier) in 2000, not only makes high-end watch cases for Parmigiani but also for a number of other top brands.

Watch cases made of precious metals are nearly always made in small, expensive series; bigger series increasingly come from Asia. In addition to watch cases, metal watch bracelets are also produced, and with the same precision. One of the biggest companies in this field is Donzé-Baume in Les Breuleux, north of La Chaux-de-Fonds. This company, which dates back to 1868, employs around 300 people. You will be looking



ROLEX DAY-DATE



A. LANGE & SÖHNE LANGE 1

in vain for the producer's name on the case: it will always feature the name of the watch brand. This makes case producers vulnerable because their customers can easily change suppliers. Rolex is in the hands of the Fondation Wilsdorf and does not have to provide information to shareholders and therefore much of what happens at Rolex is hidden from the outside world. This applies to the number of watches the company produces, the turnover, and the quantities of precious metals the company uses. Still, insiders estimate that Rolex is the biggest gold processor in Switzerland. Certainly Rolex uses so much gold that the company has its own smelting facility, where it produces the different types of gold it uses.

WATCH CASE PRODUCTION

Making a watch case sounds easier than it is. It starts with the design, for which many designers still use pencil and paper. A first design is rarely perfect, but after the necessary adjustments (and there may be many) the process moves to the computer. CAD (computer-aided design) has the advantage that the design can now be viewed from all angles. Once the design has completed this phase, RP (rapid prototyping) is used to create a three-dimensional, tangible model, sometimes made of metal but mostly of plastic. There are various technologies for making such a model. Using a CNC (computer numerical control) machine directed by the CAD software, material is milled away in the traditional fashion until the right shape has been created. In LMT technology (layered manufacturing technology) the CAD software directs a machine that builds the model layer by layer. Once the prototype is produced designers often want to make further modifications, and then the whole process starts all over again.

This used to be a time-consuming process but

with modern technology everything is a lot quicker. In the design phase not only the shape, but also the number of components, the construction of the case and the production are considered.

The number of components that make up a case varies enormously. Especially if there are special requirements in order to achieve water resistance, for example, the components must meet the most stringent specifications. A gasket of special high-tech rubber is not much use if the metal components don't fit perfectly.

WATER RESISTANT

The first case that came even close to being water resistant was the "Semi-Hermetic" design of Francis Baumgartner, which had a screw-down bezel. A subsequent design, which was really a dual case, was given the name "Hermetic", but had the problem that the bezel had to be unscrewed from the outside of the case to wind the movement. However, the Baumgartner designs were the foundation for the design of Rolex Oyster cases, with their screwed-in crown and true water resistance.

However, the number of components says little about the water resistance. The ground-breaking design of the Royal Oak by Audemars Piguet is surprisingly simple in structure: the case really consists of a single piece on which the bezel is screwed down on top of a rubber gasket, with the characteristic eight screws.

Initially the Royal Oak was only available in steel, but versions with gold cases followed later and more recently, forged carbon cases that are produced in-house.

METALWORKING TECHNIQUES

Watch cases are generally made from a sheet or coil of metal using normal, everyday metalworking techniques. An advantage of gold is that it is really easy to work with, much easier than platinum, for example. Using stamping machines shaped blanks are produced and then milled to

shape using multi-headed CNC machines or the metal is pressed into the right form under high pressure, in a number of steps. This is done in dies that successively make it resemble the final form more closely. Making such dies is an expert job and very expensive. The pressing process can use a hot or cold press. In the hot press process the metal is softer: this means fewer steps are needed, but material faults can develop during the cooling process. Both techniques have their supporters and opponents. After pressing, the excess material is removed after which the finishing processes, such as polishing, can be started. These days this is sometimes done by robots, but mostly still by hand.

When making a case there is always waste, but less so when pressing than when milling. When precious metals like gold or platinum are used it is extremely important to collect all the waste, not just the big chunks but also the fine dust. A company like Piaget uses sticky floor mats in its factory in Plan-les-Oates near Geneva to collect this waste, a measure that more than repays the investment. ■



VINTAGE BVLGARI TUBOGAS SNAKE WATCH

GT XL CHRONO ALFA ROMEO DLC COATED



CHOPARD

joins forces with

ALFA ROMEO



In an unexpected move, Chopard has joined forces with Alfa Romeo to launch three new classic sport watches. The year 2010 is very special for both companies, as both are celebrating exceptional anniversaries, 150 years for Chopard and 100 years for Alfa Romeo.

The link between the two companies is quite a natural one, because Chopard has been closely involved with the world of classic motor racing for more than two decades. It is the sponsor and official timekeeper of the Mille Miglia race, "la corsa piu bella del mondo", in which Alfa Romeo cars claimed the highest number of victories – a total of 11.

The GT XL Chrono Alfa Romeo, in stainless steel or black DLC-coated steel and the Gran Turismo XL Alfa Romeo both feature a black dial with red hands and indexes, as well as the logos of both brands.

They both have a power reserve of 46-hours, thanks to their self-winding, COSC-certified movements that have a frequency of 28,800vph. Their 44mm cases are water-resistant to 100m and their sapphire crystals have been treated to ensure they are glare-proof. The three versions have been produce in limited, numbered editions of 500 pieces and they are all fitted with natural black rubber straps, appropriately featuring a tyre tread pattern.

The GT XL Chrono Alfa Romeo is equipped with a 30-minute counter at 12 o'clock, a 12-hour counter at 6 o'clock and has a central seconds hand. The bezel is engraved with a tachometer scale from 240 to 55kmh and the minute scale is engraved on the dial. A date window with a magnifier above it in the sapphire crystal is located at 3 o'clock.

The Gran Turismo Alfa Romeo displays hours and minutes and a central seconds hand and the minute track is engraved on the dial.

There is also an Alfa Romeo table clock in a PVD black steel case and black leather with red stitching, and for travellers, a travel alarm clock in a steel case with a black dial.

www.chopard.com Phone: 020 409 3140

GT XL CHRONO ALFA ROMEO



GRAN TURISMO XL ALFA ROMEO



KARL-FRIEDRICH SCHEUEFELE WITH JACKY ICKX, THE LEGENDARY RACING DRIVER, AT A MILLE MIGLIA EVENT

This Fortis watch is ready to travel

Fortis has launched a limited edition watch that features three time zones and a calculator function, using a circular slide rule that makes possible 20 simple calculations such as division, multiplication and multiple conversions, speed per hour, fuel consumption, height calculations, and distance during ascent/descent. The slide rule function is adjustable by means of the crown at 2 o'clock. The seconds hand is white and the GMT hand is orange tipped.

This new model is the Limited Edition 2012 Fortis B-47 Calculator GMT 3 Time Zones, which uses the automatic ETA 2893-2 11 1/2 ligne movement, which has a frequency of 28,800vph. Because the

company will celebrate its centenary in 2012, just 2,012 pieces are being made.

The three-part 47mm case is in brushed steel and has a bidirectional turning bezel with a 60-minute scale (with 120 divisions) to provide a countdown function, as well as a 24-hour GMT display. A temperature conversion chart from Celsius to Fahrenheit is engraved on the screw-down steel case back and this individually numbered watch is water resistant to 200m.

On a padded brown leather strap with a folding clasp the price is £1,830.

www.fortis-watches.com

Phone: 01423 504123





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PATEK PHILIPPE'S

largest UK
in-store sales unit

THE DAVID M ROBINSON STORE IN CANARY WHARF IS HOST TO PATEK PHILIPPE'S LATEST 'CORNER' CONCEPT CABINETS AND FURNITURE.

Patek Philippe has teamed up with David M Robinson Fine Jewellery & Watches in its Canary Wharf, London, store to open the largest Patek Philippe in-store sales area in the United Kingdom. The interior of the store was completely refitted in April and is now host to Patek Philippe's latest 'corner concept' in cabinets and furniture.

The official re-opening of the store took place on May 12 and the company chose Patek Philippe as its premier brand to co-host the event. Around 100 customers had the opportunity to view and try some of the 80 pieces from Patek Philippe's 2010 exhibition collection.

Mark Hearn, managing director of Patek Philippe in the UK, said: "We are very pleased that such a beautiful store has been created by David Robinson and that this specific sales area for Patek Philippe has been established using our new in-store concept in a strategic location like

Canary Wharf. I am confident that this will allow our two companies to develop even further the very close working relationship we enjoy and will result in an enhanced experience for Patek Philippe enthusiasts when they visit David M Robinson.

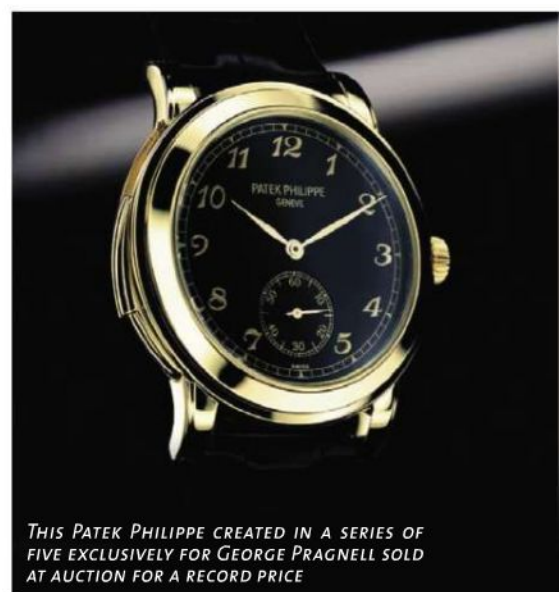
John Robinson, managing director of David M Robinson, was equally enthusiastic. He said, "We are delighted to be working so closely with Patek Philippe at Canary Wharf. Our mutual clients are, I believe, drawn to us by the depth of the range, the expertise available and the

commitment from both sides to world class levels of service. Many of them have the opportunity to purchase from outlets around the world, but I believe in the sense of partnership between Patek Philippe and David M Robinson in the UK and David M Robinson at Canary Wharf."

The Canary Wharf branch of David M Robinson in Docklands is at 4 Jubilee Place, Canary Wharf, E14 5NJ, and the manager is Sandy Madhvani.

www.davidmrobinson.co.uk

Phone: 020 7538 2332



THIS PATEK PHILIPPE CREATED IN A SERIES OF FIVE EXCLUSIVELY FOR GEORGE PRAGNELL SOLD AT AUCTION FOR A RECORD PRICE



A WORLD RECORD

A recent auction in Hong Kong brought news of another successful partnership between Patek Philippe and a UK retailer. In 2004, Patek Philippe manufactured a limited series of five watches to commemorate the 50th anniversary of George Pragnell Ltd, of Stratford-upon-Avon – it was ref. 5079J-010, a large self-winding minute repeater watch with "cathedral gongs", in an 18ct yellow gold case with a black dial and gold Breguet-style numerals.

At an auction at Christie's in Hong Kong one of these five very attractive and desirable George Pragnell Patek Philippe Minute Repeaters was sold for a world record price for this model, an impressive total of \$575,340 (approximately £390,000), which was double the estimate. George Pragnell Ltd sold the original in 2004 for £162,000. This is one of the very few known limited series minute repeaters and therefore an extremely rare timepiece.

www.pragnell.co.uk Phone: 01789 267072

Arnd Einhorn (A. LANGE & SÖHNE):



A visit to the German town of Glashütte and its surrounding area is more than worth the effort, although it is not easily accessible for many visitors. Glashütte is the warm, beating heart of Saxony and the German watch industry and in its centre is A. Lange & Söhne.

There are many things to see in the manufactory of this brand that is so rich in tradition, including the original notebook of F.A. Lange, the founder of A. Lange & Söhne. As is the case for many top class watch brands, it is a sheer pleasure to browse through the studios and workshops at the factory. For visitors who are not familiar with such establishments, the mechanical machinery is a revelation in its complexity and its astonishing precision. In contrast to the automated perfection of such machinery, it is intriguing to see a watchmaker assembling and regulating a complicated watch or an engraver who studies a screen to see what he is doing in the minutest detail.

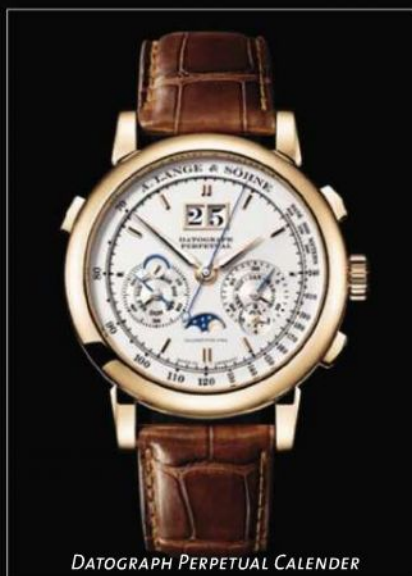
Almost since the rebirth of this brand Arnd Einhorn has been responsible for bringing A Lange &

Söhne to the attention of the world and attracting an admiring audience, many of who have become devotees of the brand. "I have been here since 1997," he says. "Those were the early days of the brand's second incarnation. By 'second incarnation' I mean the new start the brand made after the Second World War, the Quartz Crisis and then German reunification. In 1994 Walter Lange presented the first new Lange watches. Three years later the brand was being managed by a small team, had a small product range, small production and supplied a small market. We handled the whole international market ourselves, which occasionally posed some challenges with regard to time differences when we had to call customers or business acquaintances. It was a memorable period!"

>>



SAXONIA 165 YEARS ANNIVERSARY



DATOGRAPH PERPETUAL CALENDAR

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IN GLASHÜTTE AROUND 1920



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OF LANGE IN GLASHÜTTE IN 1945



FERDINAND ADOLPH LANGE'S
FIRST WORKSHOP IN GLASHÜTTE



GRAND COMPLICATION

SMALL BUT SOPHISTICATED

Small is what A. Lange & Söhne has remained. The brand produces no more than about 5,000 watches per year. Of course this is more than at the start, but it is very low production by most standards. Einhorn: "Lange is an exclusive brand and we want to keep it that way. Only a small number of people qualify for a Lange watch. This group must consist of the true aficionados and watch lovers who are looking for a handmade watch with a lot of tradition and history behind it. That means a lot to them. They want to be part of something that is unique and exclusive." Because A. Lange & Söhne manufactures all the components of its watches in-house, a lot of time and attention is given to each tiny individual part of the watch. "This is something wearers appreciate enormously", Einhorn explains.

MATERIAL

The materials used for the watches are also chosen on the basis of their exclusivity. A. Lange & Söhne exclusively manufactures models with cases made of precious metals like gold and platinum. The company does not make versions with a steel case, which would of course be more affordable, and most likely never will. And even if the company were to make a watch with a less precious case, it would still not be much cheaper than the current models, explains Einhorn. "After all, we would have put just as much time and passion into such a watch as into the other models."

The watchmakers at A. Lange & Söhne receive many customer requests for special versions of their watch. Einhorn: "We do a lot of custom work, but there are limits. We do have to stick with our own DNA. Special engravings are fine, of course. But we cannot pay all the development costs associated with a special requirement for a single watch, even if the customer were prepared to pay for it. It would interrupt our entire production process and that is not something we intend to do."

GERMAN LOW POINTS

The history of A. Lange & Söhne is directly linked to the history of Germany. "Totally interwoven with the political and social history of Germany and what, today, is Europe. The War was a low point for the brand: in 1945 the production building was bombed by Russian bombers and in 1948 the company was expropriated. The heir Walter Lange left for West Germany. And then, after the Wall came down, we saw the start of this new, special period of growth."

History demands a way to tell the public where A. Lange & Söhne has its roots. Einhorn: "We already have a small exhibition area in the factory for customers who visit our premises. Part of the old collection and a number of collector's items can be admired in changing exhibitions in museums in the town."



THE TOURBILLON OF THE
TOURBOGRAPH POUR LE MÉRITE

"Glashütte is bursting
with watch talent"

GERMANY VERSUS SWITZERLAND

Although Germany is now (once again) a serious player in the international watch market, when it comes to haute horlogerie Switzerland is still the country that comes to mind. "The world was surprised when, in addition to Switzerland, Germany also got involved in haute horlogerie", Einhorn tells us. "No one saw it coming. I am very proud we have come this far despite the scepticism of many people. Of course there is healthy competition between Switzerland and Germany. After presenting our collection in 1994 they must have realised that they'd better take us seriously. Since then they are keeping a close eye on us. At

a more local level, within the town of Glashütte, we do of course have competition. In addition to A. Lange & Söhne the brands Glashütte Original, Nomos and Union, among others, are based in this area. But there is nothing wrong with competition. Quite the contrary: it keeps you on your toes and has a motivating effect." Glashütte and the surrounding area are bursting with watch talent, as Einhorn knows. And the watch profession is alive and well, that is certain. "Our company employs lots of people who have ancestors who also worked for this brand or other brands. It is infectious: when grandpa tells his stories the new generation becomes enthusiastic." ■



TOURBOGRAPH



RICHARD LANGE-MODEL



20019

VAN DER GANG
WATCHES

Breitling's Chronospace is aiming high



Breitling, whose slogan is "Instruments for Professionals", has created a new wrist instrument it believes is destined to find a place in all cockpits. This brand has long been a favourite of pilots and it has had many associations with the aeronautical world, including the Red Arrows, the British Army Aerobatic team and, of course, its sponsorship for several years of the Red Bull Air Races.

The latest creation is the Chronospace and it boasts an impressive array of functions designed to be useful to pilots, including a 1/100th second chronograph with split times, alarm, count-down, dual time zone display with independent alarm, 24-hour military time, Coordinated Universal Time (UTC) and a perpetual calendar. They are all powered by a chronometer-certified Breitling SuperQuartz™ movement that is 10 times more accurate than an ordinary quartz calibre.

The large dial is distinguished by its oversized hands and luminescent hour markers, as well as large 3 and 9 o'clock numerals. To ensure optimal readability in the day and at night, the LCD

screens are equipped with a high-performance NVG-compatible backlighting system. The double case-back is designed to amplify sound signals to a level of 90 decibels. The circular rack-and-pinion mounted slide rule is easily and accurately rotated, using the star-shaped bezel, providing an original and extremely ergonomic design.

The Chronospace is available on a choice of bracelets, including a new version in satin-brushed, woven steel with a slightly vintage touch, and a sporty-looking perforated rubber strap. A leather strap is also available. The Breitling Caliber 78 movement is thermo-compensated, which explains its exceptional performance, and it provides an analogue and LCD 12/24-hour time display (NVG compatible). An important safety measure for pilots is the inclusion of a battery end-of-life indicator, to ensure that the battery can be changed before it finally reaches the end of its working life. The crystal has been glare-proofed on both sides. The case is water resistant to 50m and the slide rule bezel is bi-directional.

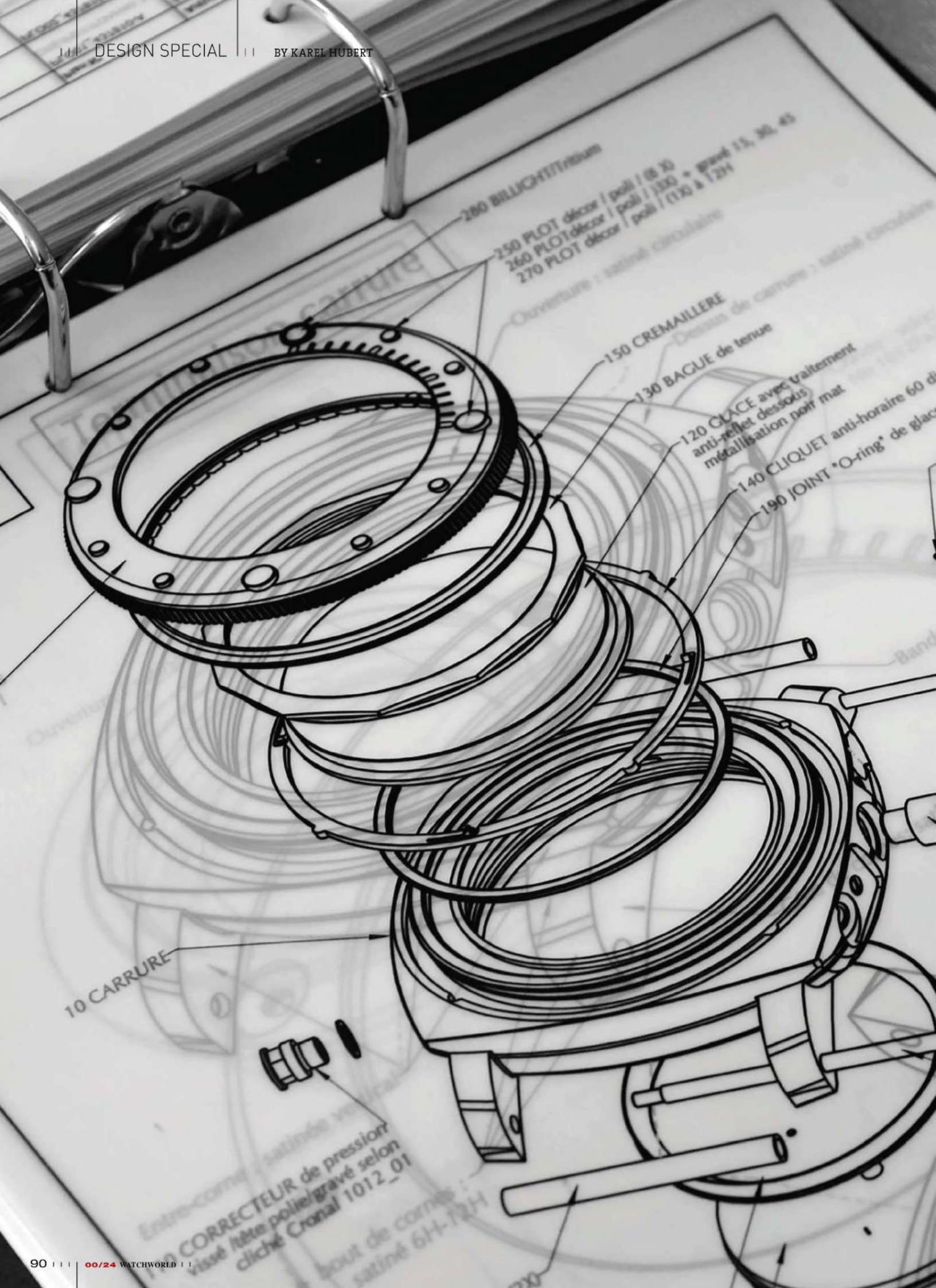
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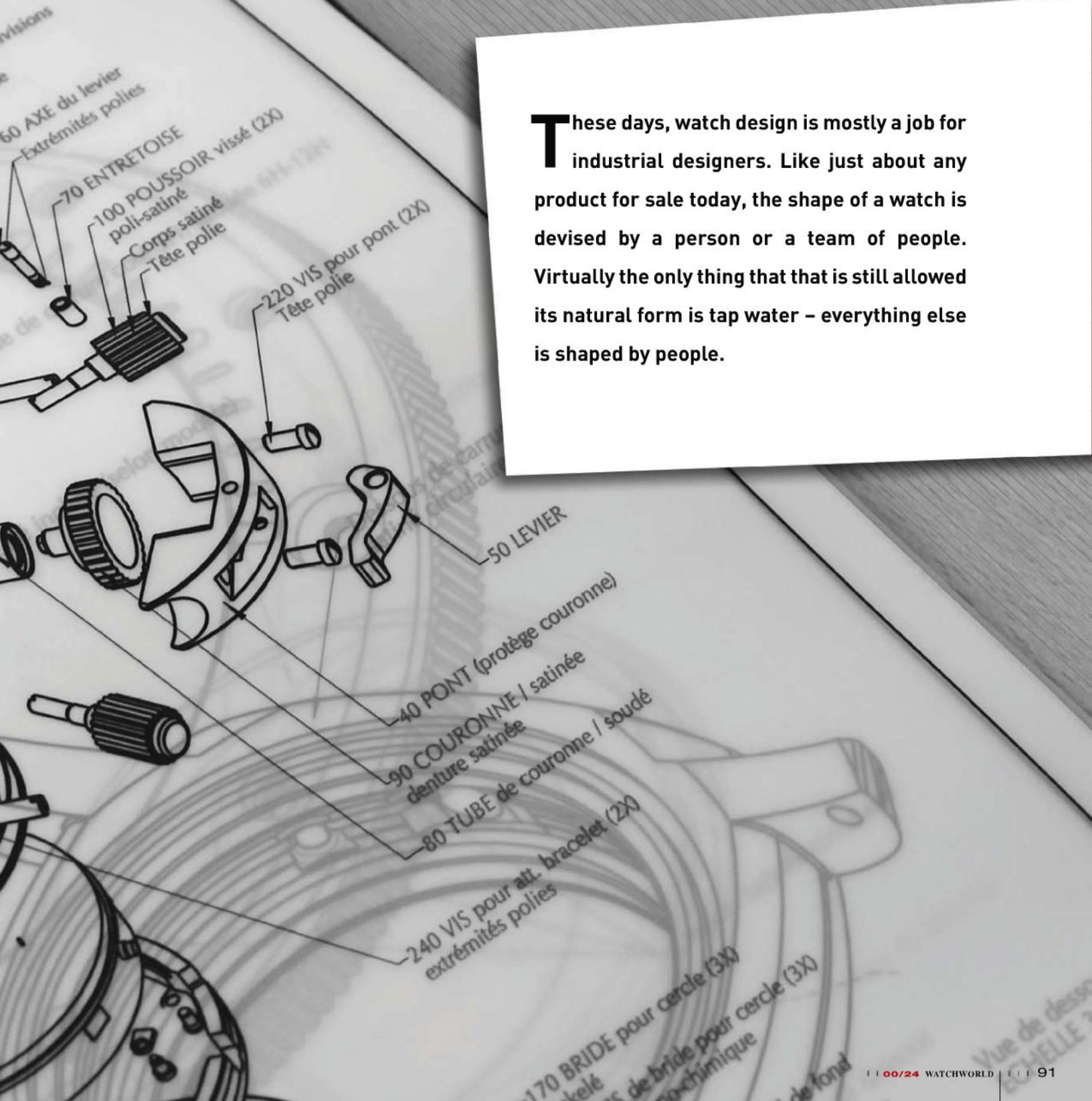


WATCH DESIGN

looking for

EVERLASTING FAME

These days, watch design is mostly a job for industrial designers. Like just about any product for sale today, the shape of a watch is devised by a person or a team of people. Virtually the only thing that that is still allowed its natural form is tap water – everything else is shaped by people.



Until well into the 1960s watches were still not designed by specialist designers; the shape of the case, strap and clasp, the hands and the crown, the layout of the dial ... all of it was given shape based on the technology and on the clock and pocket watch traditions of the preceding centuries. Although it is uncertain exactly when the first "designer watch" was created, we can see a number of milestones. In an era when virtually all watches had round, oval, barrel-shaped or rectangular cases, watches with alternative case shapes stood out immediately.

THE FIRST DESIGNERS

The first watch that can truly be considered a designer product is the Museum Watch by Movado. Strangely enough it wasn't the (round) case of this watch, designed by Nathan George Horwitt in 1947, that revealed the designer's magical touch, but the dial – or rather, the absence of one.

The Ventura, presented by Hamilton in 1957, was the work of designer Richard Arbib who rendered the latest technology (electronic movement) visible by devising a striking triangular case.

In 1962 Junghans presented a number of deceptively simple-looking watches that were designed by Max Bill. Like the Museum Watch, these watches once again didn't stand out because of their different shape, but because of the clearly Bauhaus-inspired functional design of the dial.

The birth of the Gerald Genta-designed Royal Oak by Audemars Piguet (1972) is another design high point. There are many things to say about this watch, but the simple fact that the case has an unexpected octagonal shape instantly put the Royal Oak in a new category. Incidentally, Genta lightly duplicated his groundbreaking work with the design of the Nautilus for Patek Philippe (1976).



REVERSO GRANDE DATE VAN JAEGER-LECOULTRE



GOLD KING POWER TOURBILLON VAN HUBLOT

OUTSIDERS

It is important to realise that three of the four most important design innovators did not come from the watch world. Nathan George, Richard Arbib and Max Bill were artistic designers who had quite a few credits to their name before they got involved with watch design. They were hired by the watch manufacturers as external designers, which was not at all common in those days. It was this lack of prior association with the watch industry in particular that resulted in very different watches.

Nathan George Horwitt (1898 – 1990) was an all-round designer who, among other things, was responsible for the design of the famous Beta chair. He also developed a considerable number of other constructions that he patented, includ-

ing a frameless picture frame. Richard Arbib (1917 – 1995) started his career as an automotive designer (under the legendary Harley Earl of General Motors) and designed aircraft and boats before devising the Ventura. Swiss national Max Bill (1908 – 1994) was an architect, painter, sculptor and graphic designer and studied at the Bauhaus Academy in Dessau; Bill had already made a name for himself when – partly because of his design – in 1954 – of the renowned Ulmer Hocker, a chair that could also be used as a table – Junghans commissioned him to design a watch.

Only Gerald Charles Genta (1931) started his career designing watches. He trained as a goldsmith and established himself in 1961 as an independent watch designer; Genta claims he was the first to give the profession a name and this is probably true.



MOVADO MUSEUM WATCH



NOMOS ZÜRICH



RICHARD ARBIB'S HAMILTON



RICHARD ARBIB

ART TRENDS

It is easy to see that watch design has always been influenced by art periods. For instance, the Reverso by Jaeger-LeCoultre is a typical Art Deco product and watches like those made by Nomos hark back directly to the Bauhaus style. Browsing through the catalogues of watch manufacturers from the period 1910 - 2000 all the periods and trends pass before the reader, especially in the typography of the dials. That is not surprising: watches may have their own character but – just as furniture and clothing – they are direct reflections of what is the fashion in a certain period.

Having said that, it is quite strange that so many watches found in jewellers' stores today are mostly extremely classical in terms of their design and typography. Whether it is Arabic or Roman numerals or simple lines, truly contemporary watches are rarely seen. Periods like pop-art, for instance, have virtually bypassed the watch industry as well except, perhaps, at Swatch.

A DIFFICULT FEAT

The explanation for the conservative design lies partially in the extremely difficult task of being original in the space of a few square centimetres. A designer is faced with a number of rigid stipulations. A watch has to be comfortable to wear, cannot be too small and not too big (within very strict diameter dimensions of – approximately – 28 to 50mm). It has to be relatively easy to tell the time, and it must be possible to produce the watch at an acceptable cost. All in all, these requirements do not leave a lot of room for manoeuvre. Sometimes new technology lends a helping hand, as in the Diastar by Rado, designed by Marc Lederrey in 1962: here the use of a new material for the case cleared the way for a truly different design.

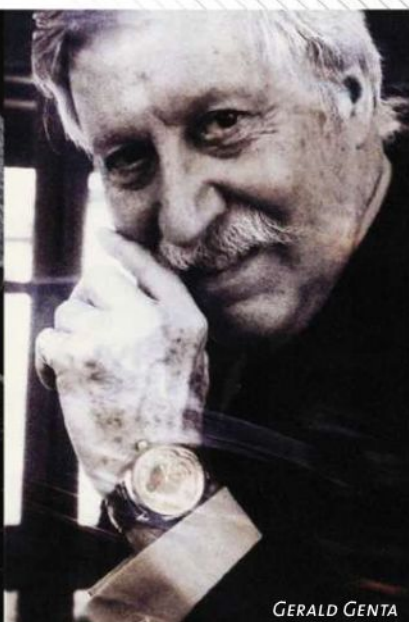
The work of the designer is difficult enough when it comes to designing a simple watch >>



PATEK PHILIPPE NAUTILUS



NATHAN GEORGE HORWITT



GERALD GENTA



MAX BILL

(which simply indicates the hours and minutes). It becomes a nightmare when you have to find room for the date, the power reserve, the chronograph time, the moon phase and some other assorted bits and pieces. These days the computer helps the designer in ways that would have been inconceivable to the designers of old; until this mini calculator came into play every design had to be drafted by hand and every correction was visualised the same way. A bit like Rembrandt doing some 200 sketches before finally painting the Night Watch.... Now it is possible to see computer-generated simulations of a watch from every angle on screen and even to slice it half in virtual reality so that a cross section of the entire watch can be seen.

GOOD DESIGN

What constitutes good design is partly a matter of taste and partly a matter of almost mathematical analysis. Awards like the renowned Red Dot Design Awards, awarded in a number of product categories since 1955, are not given because the judges think something looks kind of cute, but because a product complies with a number of rigid and verifiable standards. It's all about the design, not about the sophisticated movements. To illustrate: in the category watches (and jewellery) there were Awards for fashion brands like Skagen Designs, Neolog, Botta-design, Swarovski and Time Vision. Of the major watch houses the following received awards: A. Lange & Söhne (for the Zeitwerk) and Maurice Lacroix (Masterpiece Lune Rétrograde), Nomos (Zurich), IWC (Portuguese Yacht Club Chronograph) and Porsche Design (P'6920) and Rado (r5.5 chronograph). This list makes it instantly clear that – at least according to the judges – high-level watch design is not by definition classical in nature.

Of course one of the good things about the watch world is that ultimately there is only one judge to decide which design is best, and that is you. ■



JASPER MORRISON – DESIGNER OF THE R5.5 CHRONOGRAAF

R5.5 CHRONOGRAAF VAN RADO



IWC PORTUGIESE YACHT CLUB MODELLEN



SWAROVSKI DLIGHT



MASTERPIECE LUNE RÉTROGRADE VAN MAURICE LACROIX

Sporty and contemporary are two of the descriptions that come to mind when looking at Ebel's new Classic Sport models. They fit perfectly into the lineage of Ebel Classic watches, first introduced by the Architects of Time in 1977 in their quest for the pursuit of excellence. What has long distinguished these watches from most others is the use of a monohull case: the movement and dial are inserted from the front of the watch and the bezel is screwed down to hold everything in place, because the case-back is an integral part of the one-piece case. The screws around the bezel have always formed a distinctive and integral part of the design. The hands are faceted and treated with Superluminova so that they can be seen clearly in the dark. The bracelet of Ebel watches has always been integrated into the case, but the signature "wave" bracelet has been entirely redesigned to emphasize the sporting character of this model.

The new Ebel Classic Sport collection, with models in three sizes for men and women, displays the time in an understated way with a relatively classical, yet contemporary style. With rounded edges, even on the side of the case, they are almost tactile: they make you want to stroke them. The ergonomic cases of Ebel's Classic range have always been very comfortable and truly distinctive – and they have no sharp edges – and the tradition continues. The lady's models have 27mm cases and feature ETA quartz movements, the mid-sized models, strangely called Grande, have 32mm cases and ETA quartz movements, while four of the 40mm Gents models have ETA quartz movements and two are fitted with ETA 2824 calibres. All the cases and bracelets are in steel and the dials are either black or silver coloured or white mother-of-pearl.

Ebel has long had its own distinctive design identity and the new Classic Sport watches remain loyal to the brand's design heritage. By introducing a blend of modern and classic, as well as sporting and elegant features, this collection has found its own clear identity. Prices are from £995 to £3,600. www.ebel.com Phone: 0870 781 1911

EBEL COMBINES SPORT AND CLASSIC



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Greubel Forsey

All good things come to an end

Greubel Forsey's remarkable reputation is largely attributable to the success of its Double Tourbillon 30°, but this year the company has decided to bring the original series to an end with the introduction of two unique series of the Edition Historique, with 11 pieces in 5N red gold and 11 pieces in 950 platinum.

The tourbillon mechanism was invented by Abraham Louis Breguet to counteract the effect of gravity on the balance spring in pocket watches, which spent long periods in the same upright position. Since Robert Greubel and Stephen Forsey first teamed up it has been their aim to exceed the achievements of existing watchmaking science, going further in terms of complexity and research to improve the operation of the wristwatch.

They developed a tourbillon in which the tourbillon cage was housed within a second cage so that this new complication would permanently cancel error rates resulting from the pull of gravity, taking account all the usual positions in which a wristwatch operates. They called their new invention the Double Tourbillon 30° – precisely because of the angle that connects the two rotating cages. This patented system represented decisive progress and marked a milestone in the history of watchmaking.

Since the launch of the Double Tourbillon 30° in 2004, Greubel Forsey has released three lines based on this invention, the Contemporaine,

which includes the Vision and Secret models, the Invention Piece 1 and the Technique.

The decision to bring the Double Tourbillon Contemporaine line to an end by creating two unique series of the Edition Historique is a strong statement for the brand, because it launched the Greubel Forsey adventure and formed the foundation for the inventions that followed. The decision will see the company channelling new energy into the creation of new systems and inventions and exploring new avenues of ingenuity.

The complexity of the Double Tourbillon 30° Historique is not restricted to its special tourbillon, but can be found in other aspects of this remarkable watch, including a new and exclusive kind of gold dial. It integrates three sapphire-crystal plates. These complex insertions are engraved and enhanced by means of 3D structured text. The bezel, with its bevelled relief, gives an original look to this final edition and results in a new interpretation of the style of earlier models, while retaining the intrinsic design characteristics of a Greubel Forsey masterpiece.

The movement contains 303 parts and the two tourbillon cages 130 components. The combined

weight of the two cages is just 1.175 grams. There are 39 jewels, set in olive-domed gold chatons. The inner tourbillon is inclined at an angle of 30° and rotates once per minute. The outer tourbillon rotates once every four minutes. It is hand-bevelled and has openworked cage pillars and features a gold counterweight.

In addition to the hour and minute hands this watch has an outer tourbillon 4-minute rotation indicator and an inner tourbillon 60-second rotation indicator, as well as a power reserve indicator. The movement has a power reserve of 72 hours,

The 44.5mm case in red gold features the GF logo in black lacquer. The gold dial is anthracite-coloured and the hour markers are in gold. The platinum version has, yes, a platinum case.

www.greubelforsey.com

Phone: 020 7290 6500

THE DOUBLE TOURBILLON 30° EDITION HISTORIQUE IN ROSE GOLD AND PLATINUM. (BOTH WATCHES ARE THE SAME SIZE, BUT ENLARGED HERE TO SHOW DETAIL.)



LIMITED EDITION Pink Pony watches support the fight against cancer



Polo Ralph Lauren is celebrating the 10th anniversary this autumn of its Pink Pony collection, which was created to support the Pink Pony Campaign, the company's commitment to the global fight against cancer. A special watch has been created by Ralph Lauren Watch & Jewelry to commemorate this special occasion – and 100% of proceeds from the sale of this watch will benefit the Pink Pony Fund.

The model chosen for this special honour is the iconic Stirrup design, which reflects the brand's heritage equestrian style. The exclusive Pink Pony version has been created exclusively to benefit the fund and is in rose gold embellished with one row of 54 brilliant-cut diamonds and a luxurious pink alligator strap with a folding buckle in 18ct rose gold. It has been produced in a small size and has elegant black Roman numerals and sword-shaped hour and minute hands.

The Pink Pony watch is being produced in a limited edition of only five pieces, each individually numbered and accompanied by a personalised note from Ralph Lauren. The off-white dial is lacquered and polished and has a black "railroad track" style minute track. Each watch contains a hand-wound *manufacture* movement produced by Piaget for Ralph Lauren. This has a frequency of 21,600vph and a power reserve of 40 hours. The case has a convex sapphire crystal and is water resistant to 30m. It features the RL logo on the crown. The watches will be showcased at the Ralph Lauren stores in New York, Beverly Hills, London (New Bond Street), Paris (Saint Germain) and Tokyo (Omotesando).

The watch is not the only product being sold to support the Fund this year: Polo Ralph Lauren is also marking the occasion by offering a series of limited edition collection accessories and home items, as well as its continuing collection of Pink Pony products that reflect the lifestyle of the modern woman.

Ralph Lauren Watch & Jewelry Company, based in Geneva, was set up in 2008 by two leading companies in the global luxury market, Polo Ralph Lauren and Richemont (which owns Cartier, Piaget, Jaeger-LeCoultre, IWC, Lange & Söhne, Vacheron Constantin, Baume & Mercier and other companies).

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